Exploring the New York State Parent Portal

Friday, November 20, 2020, 1:30-2:30 PM
Presented by Cate Bohn, Ciearra Norwood, & Nancy Hampton
with an introduction by Sharon B. Phillips,
Project Director for Ready to Read at New York Libraries
Welcome!

• Today’s program is part of the New York State Library’s *Ready to Read at New York Libraries* initiative

• For more info, please visit: [http://www.nysl.nysed.gov/libdev/earlylit/index.html](http://www.nysl.nysed.gov/libdev/earlylit/index.html)
Today’s Speakers

• Cate Bohn, NYS Council on Children and Families, Kids Count Director and KWIC Coordinator

• Ciearra Norwood, NYS Council on Children and Families, Early Childhood Comprehensive Systems Coordinator

• Nancy Hampton, Preschool Development Grant – Birth to Five New York Early Childhood Professional Development Institute, The City University of New York NYS Council on Children and Families
NYS Parent Portal and Mobile App

[Image of bus with NYS Parent Portal advertisement]

[Image of website interface for NYS Parent Portal]

[Image of girl smiling]

DOWNLOAD THE NYS PARENT PORTAL TO FIND HELPFUL HINTS AND RESOURCES FOR PARENTING.

[Logos for NYS B5 and New York State Council on Children and Families]
Agenda:

- Welcome!
- NYSB5 Overview
- NYS Parent Portal Website
- Year 1 Media Campaign Recap
- Year 2 Media Campaign & Baby Bundles
- Mobile App and Push Notifications
- KWIC and Library WiFi mapping
- Next Steps
NYS Parent Portal Website

Parent Portal website home page.
https://www.nysparenting.org
Year 1 Media Campaign Recap
Year 1 Media Campaign Locations
Year 1 Media Campaign Out of Home Mediums

- Billboards
- Buses (Bus Shelters, Bus Interiors, Bus King Kongs)
- Dr. Offices Clinics, & Community Health Centers
- Convenient Stores
- Laundromats
- Hair & Nail Salons & Barber Shops
- Malls (Sky Banners, Elevator Wraps & Restroom/Baby Changing Stations)
- NYC Subway Cars
Great to see @ClintonFdn's early learning initiative, @2SmallToFall, team up with @NYSCCF to reach parents anywhere they go! These signs in the subway, the mall, the laundromat & across New York remind us all of how important it is to talk, read & sing with children from day one.
**Year 1 Digital Mediums**

- Display Banners
  - Animated
  - Static

- Social Media
  - Facebook
  - Instagram
  - Twitter
  - Snapchat

- Google Search
Year 1 Digital Medium Highlights

- Nearly 40,000 visitors to NYS Parent Portal website January-February 2020
- Close to 4,400,000 impressions driving more than 34,000 clicks through social media
- Delivered nearly 330,000 impressions, driving over 30,000 clicks from google search
Analytics following the Year 1 Media Campaign

February 2, 2020

[Graph showing user activity from January 1 to February 2, 2020]

March 23, 2020

[Table showing top 10 pages viewed from February 2 to March 23, 2020]
Year 2 Media Campaign

- Call to Action
- Out of Home
- Digital
- New Languages
<table>
<thead>
<tr>
<th>Organization</th>
<th>Region</th>
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</thead>
<tbody>
<tr>
<td>Cornell Cooperative Extension of Oneida County</td>
<td>Mohawk Valley</td>
</tr>
<tr>
<td>Adirondack Foundation - Birth to Three Alliance</td>
<td>North Country</td>
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<td>Ossining Union Free School District</td>
<td>Mid-Hudson</td>
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<td>The Wyoming County Health Department</td>
<td>Finger Lakes</td>
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<td>NYS Federation of Growers and Processors, Inc. (d/b/a Agri-Business Child Development [ABCD])</td>
<td>Capital Region</td>
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<td>Niagara Falls Memorial Medical Center</td>
<td>Western New York</td>
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<td>Southern Tier</td>
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<td>Economic Opportunity Council of Suffolk-Suffolk County Smart Start Suffolk</td>
<td>Long Island</td>
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<td>Oswego County Opportunities, Inc.</td>
<td>Central New York</td>
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<td>Family of Woodstock, Inc.</td>
<td>Mid-Hudson</td>
</tr>
<tr>
<td>Bronx Healthy Start Partnership- Albert Einstein College of Medicine</td>
<td>New York City</td>
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NYS Parent Portal Mobile App
CONNECT TO NY

Mobile Apps

**FAMILY**

New York State Parent Portal

Help build a culture of positive parenting in your communities. Use these resources to make families aware of child care options, helpful hints to ...

**TRANSPORTATION**

NYS Thruway Authority

Experience everything the New York State Thruway has to offer. From locating one of our 27 Service Areas to receiving voice notifications of servic...

**TRANSPORTATION**

MTA eTix

Turn your phone into a rail ticket. Download MTA eTix and purchase mobile tickets for the Metro-North Railroad or Long Island Rail Road.
NYS Parent Portal Mobile App

Home page of the NYS Parent Portal app

NYS Child Care, After School, Home Visiting Programs Locator

Interactive map on the Locator

NYS Parent Guide

Multiple Systems Navigator

Every Student Present
Push Notifications on the NYS Parent Portal
Mobile App

- Settings
  - Notifications
    - Swipe down from the top of the screen to view Notification Center.
    - Notification Style
      - Instagram
      - Mail
      - Activity
      - Amazon
      - American
      - App Store
      - Apple Store
      - Maps
      - Messages
      - NYS Parent Portal (Badges, Sounds, Alerts)
    - Alert Style when in Lock Screen
      - None
      - Banners
      - Alerts
    - Show on Lock Screen
    - Show in Notification Center
    - Badge App Icon
    - Allow Notifications

- NYS Parent Portal
  - Challenging behaviors within early childhood can be difficult to manage as a parent, but you don’t have to manage them alone. Visit the NYS Navigator for more information.

- Multiple Systems Navigator
  - Access helpful health, education, human services and disability information and other user-friendly websites.
  - Built for youth, parents, family members, and caregivers who rely on support from multiple child and family service systems.
  - Navigate complex situations
  - People First transformation
  - Child and Family Healthy Systems Transformation
  - NYPI Connects

Coming Soon
Mobile App Social Media Toolkit

Toolkit will include:

- Pictures from the Mobile App
- Ready to post messages
- Links and tags to include
Libraries with 24/7 free WiFi

VOORHEESVILLE PUBLIC LIBRARY - Main Library

School District: VOORHEESVILLE CSD
WiFi Availability: Wifi - 24/7
Library System: Upper Hudson Library System
Address: 51 SCHOOL ROAD
VOORHEESVILLE, NY 12186
County: ALBANY
Telephone: (518) 765-2791
Directions: Click here

www.nyskwic.org
Next Steps

- Out of Home and Digital Media Campaign Launch: Fall/Winter 2020
- Ordering Talking is Teaching Posters for Distribution
- Ordering Promotional Materials for the Mobile App
- Mobile App Social Media Toolkit for Partners
Questions? Ideas?

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*NYS Parent Portal
www.nysparenting.org

@nysccf  @nysccf
Conclusion

• Thank you for participating – any questions?

• A survey will be emailed to you shortly – please take a few minutes to respond. We truly appreciate your feedback!

• Contact information for speakers:
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  ▫ Ciearra Norwood: Ciearra.Norwood@ccf.ny.gov
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  ▫ Sharon B. Phillips: Sharon.Phillips@nysed.gov