



## COLLABORATIVE LEARNING PILOT OPPORTUNITIES PARENT WELLNESS COACHING & BRIDGE TO PRESCHOOL

### OVERVIEW

The Primary School is seeking partners interested in implementing innovative two-generation programming in the form of a collaborative learning pilot. During these pilots, partner organizations will work with The Primary School to adapt, implement, and learn about the impact of The Primary School's Bridge to Preschool and/or Parent Wellness Coaching programs. Organizations looking to apply are asked to submit brief statements of interest, which will be reviewed on a rolling basis.

If you aren't ready to submit your statement of interest but would like to provide your information and receive additional updates, please complete [this short form](#).

More information about The Primary School, the Bridge to Preschool and Parent Wellness Coaching programs, and the partnership opportunity — including guidelines on writing and submitting a statement of interest — can be found below. Please email [carson.cook@theprimaryschool.org](mailto:carson.cook@theprimaryschool.org) with additional questions and/or sign up to participate in an informational session [here](#).

We look forward to hearing from you!

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### ABOUT THE ORGANIZATION

The Primary School is expanding the boundaries of traditional education.

Our holistic model weaves together education, health, and family support services to ensure underserved children have the system of care they need to lead meaningful and emotionally, mentally, and physically healthy lives.

Our approach has three defining characteristics:

- **We start early.** We start working with children as young as 12 months and provide full-time school starting at age three to reach them at a critical stage in development.
- **We partner with parents.** We believe that when parents thrive, children thrive, so we support the wellness and growth of parents alongside the growth of their children.
- **We integrate services.** Our unique model unites health care and education, building a multi-disciplinary team and holistic system of care around a child's full needs.

We currently operate a flagship school in East Palo Alto, California, which serves over 400 children (starting at 12 months of age) and families and will continue to grow through eighth grade. In 2020, we opened a second program site, serving birth-to-three and preschool-aged children and families in

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California's East Bay. Our ultimate goal is to create a game-changing system of care for children that can be replicated across the country. For more information, please visit our [website](#).

## ABOUT THE PROGRAMS

### Bridge to Preschool

The Primary School's Bridge to Preschool program is an evidence-based social-emotional learning (SEL) program, designed with an eye towards families who don't have access to or are not eligible for early intervention services, but still need support in preparing for their child to transition to preschool.

Bridge to Preschool was created to help children (typically aged 2-5) and their families be ready to attend preschool for the first time. This is done by (a) providing children with opportunities to build SEL skills through structured playgroups, using evidence-based practices in an environment that mimics the preschool classroom and routines, and (b) by providing parents and caregivers with opportunities to reflect on ways to support their child's development, while also experiencing the classroom environment and routines.

Over 8 to 16 weekly sessions, Bridge to Preschool integrates preschool content, routines, and activities in a structured classroom environment. Children receive support in building their social skills, emotion regulation, body awareness, and adaptive functioning. These playgroups are paired with regular parent-only sessions where we share information and strategies with families that could support their child's social-emotional development. Rather than telling parents what to do, we create space for them to reflect and consider ways to incorporate some of the ideas into their parenting practices.

#### *What families are saying:*

*"She's definitely become much more comfortable in this classroom setting. Compared to the first day where she would barely walk on her own in the classroom."*

*"We were able to see him become more independent and grow on his own. He's more careful, more gentle, and has learned to share."*

*At the end of a Spring 2023 pilot program, 72% of parents felt their child was prepared or very prepared for the transition to preschool, up from 12% at the start. 86% reported feeling familiar or very familiar with preschool routines, 66% reported decreased stress levels, and 87% reported that sessions were a good use of their time.*



## Parent Wellness Coaching

The Primary School’s Parent Wellness Coaching program supports families from early childhood into late elementary school via a series of group and one-on-one experiences for parents that address the needs of two generations (children and their parents) in order to strengthen their lives together.

Success is achieved through partnering with parents to both develop self-efficacy and build a network of peer support that invites reflection and increases protective factors. Social connections and relationships are centerpieces to the program, resulting in a practice that creates space for parents to set individual goals that are manageable, values-driven, and intrinsically motivated. The program’s ideal outcomes are threefold:

1. **Healthy Individuals:** parents are resilient adults who are successful, healthy, and happy in their own right.
2. **Involved Parents:** parents embrace skills they value to reach their vision of effective support for the health, development, and education of their children.
3. **Safe and Stable Homes:** families and homes are stable and safe for children, and concrete needs such as financial, food, and housing security are met.

Each family is assigned a dedicated Parent Wellness Coach who stays with them throughout their tenure at The Primary School and facilitates the overall experience for parents in both individual and group settings. Coaching is driven by liberatory principles (e.g., asking “what do you feel is best for you?” rather than conveying that “we know what is best for you”) and is meant to craft a deep partnership during a family’s journey towards achieving their vision of success for themselves.

Group coaching is used to encourage parents to reflect through the lens of their relationships (with themselves, their child, and their child’s development), explore and learn new concepts, share valuable skills and resources, and deepen their sense of community with peers. Group coaching takes two primary forms:

- **Foundations** — an 8-week curriculum used to introduce two-generation wellness concepts and build interpersonal connectivity.
- **Parent Circles** — ongoing parent-driven monthly sessions used to maintain connectivity, build resilience, and share and learn from other parents.

In conjunction with group coaching, individual coaching is used to invite reflection, and develop self-awareness and personal goals. The combination of group and individual coaching supports the building blocks for sustainable behavior change year over year, adapting to family capacity and motivation.



*What families are saying:*

*“My kids have seen that change in their own mom. Someone who is more confident and has the information to help their kids. To tell my kids that we are both learning together and these meetings help me get out my fears and come back to kids and say we learn together.”*

*87% of our parents in 2022-23 reported “definitely” finding parent circles useful, and 89% reported enjoying them “a lot.” 88% of parents completed a coaching call each month, and 95% reported satisfaction with coach support.*

## **THE PARTNERSHIP OPPORTUNITY**

As a part of our strategy towards long-term impact, we are piloting components of our innovative program model through external partnerships. Our overarching goals are (1) to learn how our model can be implemented and adapted in new contexts, and (2) to provide an opportunity for like-minded organizations to consider our programming for incorporation into their own model.

After an initial co-design process to align our components with a partner organization’s interest and structure, partners will staff and operate Bridge to Preschool and/or Parent Wellness Coaching within their organization, while The Primary School provides training and support (as detailed below). Together, we will develop a set of learning goals and explore how to best provide opportunities and improve outcomes for children and families.

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### **Partner Criteria**

The ideal respondents to this opportunity are organizations that are looking to expand and/or rework their two-generation programming, and meet the following criteria:

- Work with families and children aged birth through third grade;
- Have a deep relationship with the communities in which they work;
- Have an appetite for innovative two-generation approaches;
- Want to collaborate on data-driven learning goals;
- Have a passionate and skilled staff who are excited to engage in new offerings; and
- Have the capacity and resources to adapt and implement a new program component.<sup>1</sup>

We are particularly eager to work with partners who are interested in exploring innovative use of public funding streams in support of these programs.

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<sup>1</sup> Capacity and resources are context-specific, but often include: dedicated staff to implement the program; management/leadership staff to support implementation; time to design, plan, and integrate learnings; and flexibility on program timing, financial allocation, and staff roles.

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## Pilot Offerings and Commitments

Partner offerings and commitments will include:

- Implementation of the pilot, including staffing and non-personnel resources;
- Execution of outreach and recruitment for the pilot;
- Participation in training and follow-up coaching;
- Participation in program evaluation and learning;
- Participation in program sustainability planning; and
- Other roles and responsibilities agreed upon during the design process.

The Primary School offerings and commitments will include:

- Comprehensive, hands-on training on program content and implementation;
- Follow-up coaching and troubleshooting;
- Curriculum framework and materials, including consultation on adaptations;
- Recruitment and operations resources, such as project plans and templates;
- Measurement and learning resources, such as data tracking templates and training;
- Check-ins for program fidelity and quality; and
- Other roles and responsibilities agreed upon during the design process.

## Partnership Timeline

The following represents a standard timeframe for design and implementation of the pilot program, and may be modified depending on each pilot's individual needs:

- 2-6 months: Initial Alignment (size, scope, goals, etc.) and Pilot Design
- 1-2 months: Training
- 2+ months: Initial Pilot Implementation

## Finances

The Primary School will offer the pilot services described above free of charge. Before responding to this opportunity, a prospective pilot partner should assess their financial ability to implement a pilot. The sample budget worksheets attached below can be downloaded and used to guide cost estimations, but please be aware that individual circumstances may vary between organizations. As a note, personnel expenses will likely be the primary cost driver, and when assessing capacity it may be useful to consider both new and existing roles for pilot staffing.

If you are interested in being a pilot partner but anticipate a need for additional fundraising to implement the program, please reach out to [carson.cook@theprimaryschool.org](mailto:carson.cook@theprimaryschool.org). We are happy to engage in thought partnership to help prepare you for embarking on this opportunity with us.



## STATEMENT OF INTEREST GUIDELINES

Your statement of interest should include descriptions of the following elements:

1. Purpose, mission and vision of your organization
2. The community your organization serves, including location and high-level demographics
3. Which program your organization would like to pilot (Bridge to Preschool, Parent Wellness Coaching, or both)
4. Your organization's reasons for wanting to implement a learning pilot
5. Why your organization would be a good fit for a collaborative learning pilot
6. Existing structures, program components, and roles that would support or be involved with pilot implementation
7. How many families you plan to serve with this program in both the pilot stage and beyond
8. Proposed funding sources for pilot implementation
9. Any foreseen gaps or risks in capacity and resources
10. How you plan to sustain the program following the pilot stage

All statements of interest should be submitted in .doc, .docx, or .pdf format. If helpful, supporting materials in the form of .xls or .xlsx files can be included as needed. All statements of interest should include a completed version of the cover sheet attached below as the first page of your submission.

If you aren't ready to submit your statement of interest but would like to provide your information and receive additional updates, please complete [this short form](#). To discuss the pilot opportunity further, please feel free to sign up for an information session using [this link](#).

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Please email your submission (and direct any questions) to [carson.cook@theprimaryschool.org](mailto:carson.cook@theprimaryschool.org). For updates, please visit our [Learning Partnerships at The Primary School](#) webpage.

## RESOURCES

- [Sample Budget Worksheet \(Bridge to Preschool\)](#)
- [Sample Budget Worksheet \(Parent Wellness Coaching\)](#)
- [Sample Parent Wellness Coach Job Description](#)
- [The Primary School Website](#)
- [The Parent Program @ The Transcend Innovative Models Exchange](#)

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## STATEMENT OF INTEREST COVER SHEET

Please complete this cover sheet and submit it as the first page of your statement of interest. All statements of interest should be submitted in .doc, .docx, or .pdf format. If helpful, supporting materials in the form of .xls or .xlsx files can be included as needed. Please email your submission to [carson.cook@theprimaryschool.org](mailto:carson.cook@theprimaryschool.org)

**Pilot Opportunity Interest:** Parent Wellness Coaching / Bridge to Preschool / Both  
(please circle)

**Organization Name:** \_\_\_\_\_

**Organization Address:** \_\_\_\_\_  
\_\_\_\_\_

**Primary Contact Name:** \_\_\_\_\_

**Primary Contact Email:** \_\_\_\_\_

**Primary Contact Phone:** \_\_\_\_\_