

## **2015-2016 NIH Child Care Board Work Plan**

### **Strategic Marketing and Communication**

- Advise and assist ORS with a branding and marketing campaign
- Review and revise information materials for NIH outreach efforts
- Identify additional populations for targeted outreach
- Create PR articles and messages for NIH community
- Conduct presentations to NIH Leadership, Executive Officers, etc.

### **Aging and Adult Dependent Care Issues**

- Advise ORS on strategies for enhancing awareness of existing programs among the NIH population and coordinating the expansion of programs to meet identified needs
- Work to initiate an ongoing trans-NIH Aging and Adult Dependent Care Committee that will operate independently from the NIH Child Care Board and is supported by the ORS

### **NIH Child Care Subsidy Program**

- Identify eligible population and evaluate participation
- Identify gaps in awareness and identify effective marketing strategies
- Collaborate with Strategic Planning Committee on marketing and communication initiatives

### **Legislative Options**

- Explore legal opportunities for expanding access to NIH Child Care Programs

### **Northwest Child Care Center**

- Educate the NIH Community on the progress of the project
- Compose and submit NIH Record Articles as needed to inform the NIH community regarding this project
- Continue to work with ORS to oversee project

### **NIH Back-up Care Program**

- Evaluate and report the utilization of the program
- Advise and assist with establishing a marketing plan with the Strategic Planning Committee

### **Benchmark Study**

- Support ORS efforts to successfully conduct a child and adult dependent care resource benchmark study similar to the 2008 Benchmarking survey
- Assist with analyzing, reporting, and presenting data to NIH stakeholders

### **Board Charter**

- Review, revise and submit request to approve the Board Charter for FY 2016-2021