2016-2017 NIH Child Care Board Work Plan

Strategic Marketing and Communication
- Continue to 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
- Continue to create articles and messages for NIH community
- Use a Calendar of articles/outreach and track impact data
- Conduct presentations to NIH Leadership, Executive Officers, etc.
- Review the results of the Benchmark Study and determine how the information should be shared with the NIH Leadership, stakeholders, and the NIH Community

Aging and Adult Dependent Care Issues
- Create a charter for, and assist ORS in establishing an ongoing trans-NIH Aging and Adult Dependent Care Committee that will operate independently from the NIH Child Care Board that will be supported by the ORS

NIH Child Care Subsidy Program
- Monitor and report program utilization
- Work with ORS to develop program recommendations in the event program resources are exhausted with current funding
- Collaborate with Strategic Planning Committee on marketing and communication initiatives
- Review the results of the Benchmark Study and determine if program changes should be recommended

Legislative Options
- Working with OGC, explore legal opportunities for expanding access to NIH Child and Family Programs
- Review the results of the Benchmark Study to identify child care programs implemented by other federal agencies and to determine how they have overcome barriers

Northwest Child Care Center
- Educate the NIH community on the progress of the project through NIH Record articles or other means
- Assist and advise ORS on programmatic policies and procedures that arise during the activation of the new NWCCC
- Plan a ribbon cutting ceremony to celebrate the opening of the NWCCC

Waiting List
- Assist in the review of current database, reports, and process and determine if policy changes are needed
- Advise ORS on the implementation of a transparent wait list process for the NWCCC

NIH Back-up Care Program
- Monitor and report utilization of the program
- Work with ORS to develop program recommendations in the event program utilization maximum is reached
- Review and revise program marketing materials in collaboration with the Strategic Planning and Outreach Committee
- Review the results of the Benchmark Study and determine if program changes should be recommended