

2017-2018 NIH Child Care Board Work Plan

Strategic Marketing and Communication

- Review and revise information materials within the recently established brand for NIH outreach efforts
- Identify additional populations for novel approaches for targeted outreach
- Use established outreach calendar to plan outreach activities
- Explore options for developing tracking tool to collect metrics on outreach activities and record impact of marketing efforts

NIH Child Care Subsidy Program

- Monitor and report program utilization
- Explore program usage by IC and employee category to look for underserved or underutilized employee populations
- Collaborate with the Strategic Planning Committee on marketing and communications

Legislative Options

- Continue to explore expanding access to NIH Child and Family Programs
- Explore novel models to expand child care options to meet NIH workforce needs

Waiting List

- Assist in the review of current database, reports, and process and determine if policy changes are needed
- Review impact of opening the NWCCC on the NIH Wait List

NIH Back-up Care Program

- Monitor and report utilization of the program
- Work with Strategic Planning and Outreach Committee on marketing and communication strategies to increase program awareness and utilization