



Frequently Asked Questions Early Childhood Centers

Elementary or charter schools, please [click here](#) to access your partnership application:

APPLICATION PROCESS

Can any early childhood center partner with Cool Culture?

Your center is eligible to apply if it is a year-round NYC early childhood center, serving children ages 0-6 years old. The center must provide services primarily to low-income families through subsidized childcare or vouchers. The center must commit to the requirements of the program, which takes place from September 2017 - October 2018.

Please review the partnership agreement form for details on program requirements:
http://www.coolculture.org/sites/default/files/FY18_ECC_PartnershipAgreement.pdf

We do not partner with after-school programs, summer programs, family day care networks or group family day cares.

Submitting an application does not guarantee enrollment. Enrollment decisions will be emailed in late August to the Site Director and "Cultural Liaison" listed in the application.

If my agency has multiple centers, can I submit one application and select one Cultural Liaison for all centers?

No. If you oversee multiple centers, you must submit a separate application and designate a different staff member to serve as the Cultural Liaison for each center. We consider each center separately when reviewing applications.

Who should I select as the "Cultural Liaison" for my program site?

Each early childhood center must select a staff member to serve as the "Cultural Liaison," who can play the lead role in implementing Cool Culture at your site. The staff member should have e-mail access, strong administrative and computer skills and work closely with parents.

Their Cool Culture responsibilities include coordinating Cool Culture Family Pass registration and distribution three times a year, completing all orientation workshops and materials in the Fall, orienting families to Cool Culture programs, and motivating and supporting your site's families to use their Family Passes for arts and culture education.

Is there a fee to partner with Cool Culture?

If your program site is enrolled, you will receive an invoice in late August. The deadline to submit payment is September 21, 2017.

Program Size (Determined by Enrollment Capacity)	What it costs Cool Culture to provide service to your site	Program fee for your site
1 - 74 children	\$2,500	\$345
75 - 124 children	\$3,000	\$490
125 -224 children	\$3,300	\$635
225 - 324 children	\$3,500	\$805
325-375 children	\$3,700	\$980
375+ children	\$3,900	\$1150

How do I apply for the Cool Culture program?

If your program has multiple sites, each site must submit a separate application, assign a different Cultural Liaison and pay a separate fee to participate.

Site Director, please follow these steps to apply:

1. Enter this link in your browser to access the forms and application:
www.coolculture.org/educators/earlychildhoodcenters/applynow2017
2. Select a Cultural Liaison to lead in implementing Cool Culture at your center
3. Review the Partnership Agreement Form*
**must be reviewed by both the Site Director and selected "Cultural Liaison"*
4. Complete an [ONLINE APPLICATION](#)**
***there are questions that the Site Director will need to answer*

Submitting an application does not guarantee enrollment. Enrollment decisions will be emailed in late August.

What are the criteria for enrollment decision-making?

Fully subsidized programs offering services solely to low-income families are given enrollment preference. Enrollment preference is also given to centers with existing opportunities for parent engagement and returning partners that have demonstrated stellar commitment to implementing Cool Culture at their center. Decisions can also be made based on the location of the early childhood center along with other variables determined by grant funding.

PROGRAM CONTENT

What do enrolled centers receive?

Each center's families and staff receive a Cool Culture Family Pass, which provides free general admission, for up to five people, to 90 cultural institutions for out-of-school time use, for the duration of a year. Cool Culture provides each school with Cool Culture Family Guide booklets and event flyers to distribute to families (in English, Spanish and Chinese). Families can also receive our monthly events e-newsletter and access museum scavenger hunt cards on our website.

What are Cool Culture Family Pass guidelines?

- Cool Culture Family Passes are for current families and staff of participating early childhood centers.
- Passes entitle each registered family to free general admission for up to 5 people to our 90 cultural institution partners.
- Passes are personalized with families' names and are non-transferrable.
- Each family can receive no more than one Family Pass.
- Family Passes are not meant for group or class trips. Up to 3 families can enter a museum with their Passes at one time.
- Family Passes do not provide free admission to special events or exhibitions that have an additional fee.
- Cultural institution partners may ask for a personal ID to ensure the last name of the parent matches the last name printed on their Family Pass

Which museums, gardens and zoos partner with Cool Culture?

To view a list of our 90 world-renowned museum, garden and zoo partners, [click here](#). To name a few, our Family Pass provides free admission to: American Museum of Natural History, Children's Museum of Manhattan, New York Hall of Science, Brooklyn Botanic Garden, Bronx Museum of Arts, Staten Island Zoo and more!

What kind of professional development is provided by Cool Culture?

We provide series of professional development workshops catered to Cultural Liaisons to discuss strategies on family engagement, community advocacy, and access to arts education. Workshops take place at cultural institutions; they include a guided tour and an introduction to arts education strategies, and family-friendly activities that connect to arts education.

Do staff receive a Cool Culture Family Pass?

Yes, paid staff are eligible to receive a Pass. By registering for a Pass, the staff member agrees to use their museum visiting experiences to motivate and support families in using their Passes. Family Passes are given to staff to enable them to share recommendations with parents and support the Cultural Liaisons at their center.

How does Family Pass registration work?

Accepted early childhood centers will receive registration materials in late August via e-mail. Enrolled families and current staff will need to complete a family or staff registration form, which the Cultural Liaisons will collect and mail or hand-deliver to Cool Culture by the submission deadline.

There are three registration periods throughout the program year for families and staff to register for a Pass. Please see the timeline below for more details.

Important Dates & Deadlines

EARLY JUNE	Partnership application available on www.coolculture.org
JUL 21, 2017	Deadline to submit partnership applications
LATE AUGUST	<ul style="list-style-type: none"> • Enrollment decisions are emailed to program sites • Accepted centers receive by email: <ul style="list-style-type: none"> ○ Invoices ○ Family Pass registration forms ○ Cultural Liaison Orientation Materials
SEPTEMBER 21, 2017	<ul style="list-style-type: none"> • 1st deadline to submit Family Pass registration forms • Partnership fee submitted
SEPT - OCT	Site Directors Meeting (for Directors new to Cool Culture only)
OCTOBER 19, 2017	2nd deadline to submit Family Pass registration forms
NOVEMBER	1st round of Family Passes available
DECEMBER	2nd round of Family Passes available
2018	
JANUARY 25, 2018	FINAL deadline to submit Family Pass registration forms
MARCH	FINAL round of Passes available (no Family Passes are printed after this time)
OCT 31, 2018	Cool Culture Family Passes expire

Note: Dates for professional development workshops and special family events are TBA.
 This timeline is subject to change.