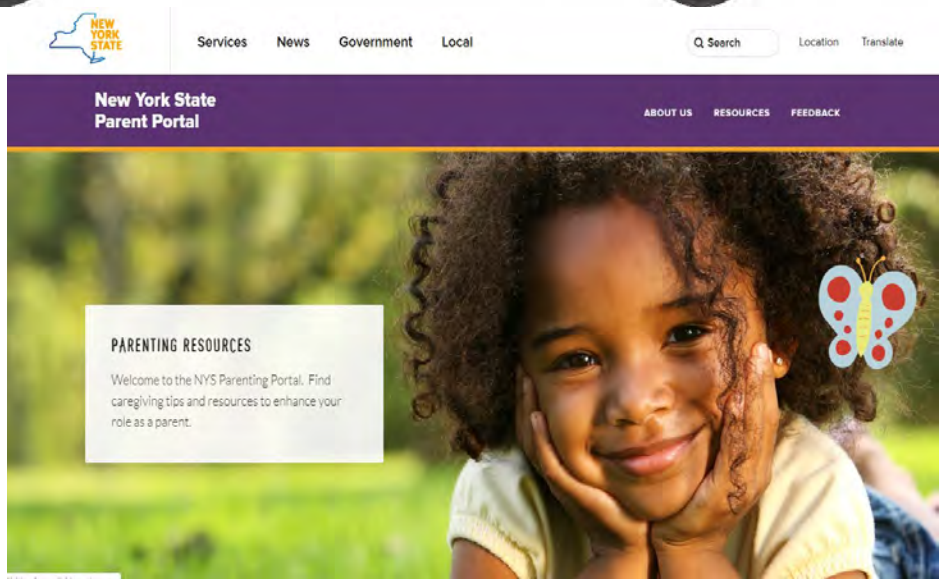
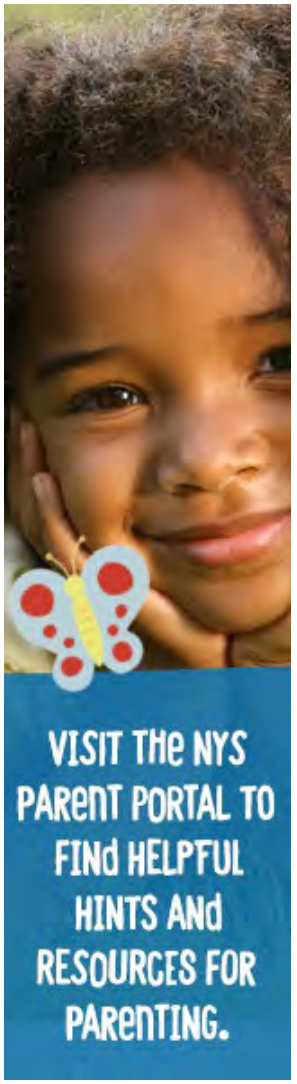
NYS Parent Portal and Mobile App





NYS Birth through Five Project
NYS B5
Promoting equity and access to quality early childhood programs for all young children and families in NYS

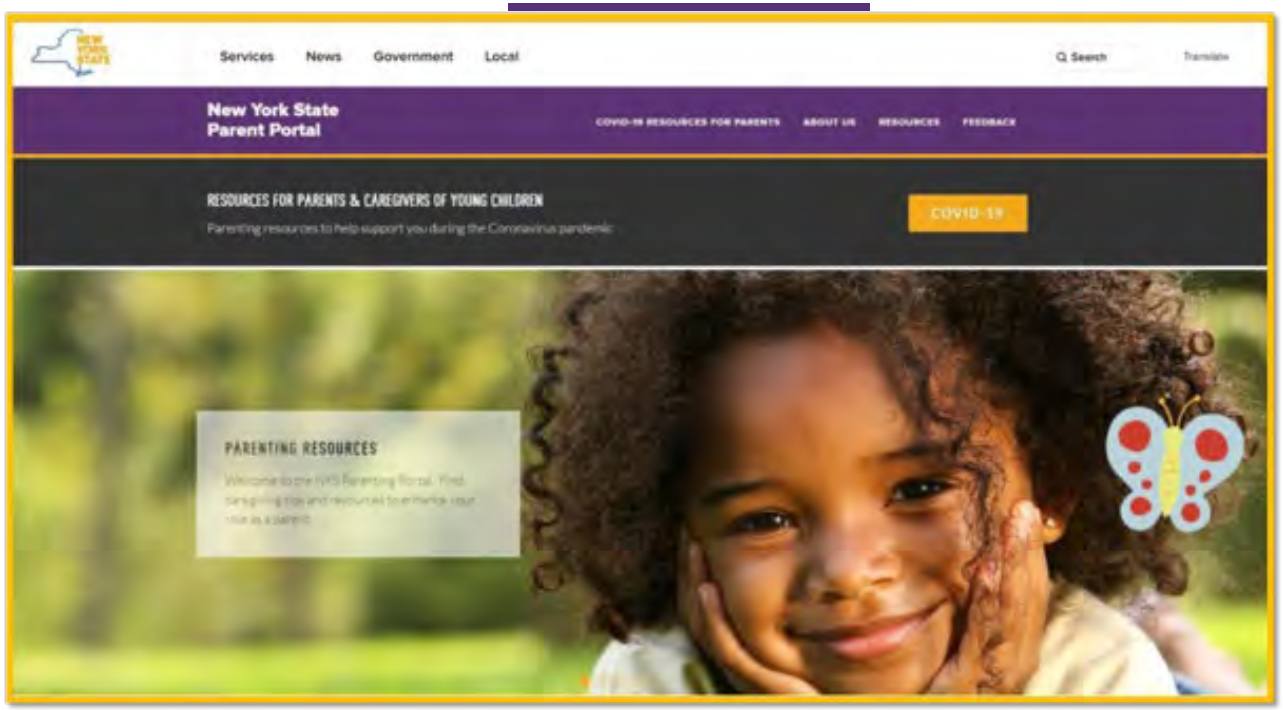
NEW YORK STATE OF OPPORTUNITY. Council on Children and Families

Agenda:

- Welcome!
- NYS Parent Portal
  - Childcare locator tool
  - Parent Guide
  - MS Navigator
  - Every Student Present
  - NYS Parent Portal resource pages
- Year 1 Media Campaign Recap
- Ideas for the Year 2 Media Campaign
- Mobile App and Push Notifications
- Next Steps

Question? Do you meet with families with young children?

NYS Parent Portal Website



Parent Portal website home page.
https://www.nysparenting.org

NYS CHILD CARE, AFTER SCHOOL, AND HOME VISITING PROGRAMS LOCATOR

FIND CHILD CARE AND HOME VISITING PROGRAMS NEAR YOU

This website provides information on child care, after school and home visiting programs in one easy-to-access location. View the last tab to learn more about child care and after school oversight agencies.

VISIT | CHILD CARE OPTIONS VIDEO

MULTIPLE SYSTEMS NAVIGATOR

LEARN TO EASILY NAVIGATE MULTIPLE HUMAN SERVICE SYSTEMS

Access helpful health, education, human service and disability information on one user-friendly website. Built for youth, parents, family members and caregivers that rely on supports from multiple child and family serving systems.

VISIT

PARENT GUIDE

STARTING LIFE TOGETHER

This is your Guide, the story of the first five years of your parenting journey. Whether you are the mother or father (through birth, adoption, or foster care), a grandparent, partner, family friend, aunt or uncle with parenting responsibilities, what you say and do in your role as a parent matters.

VISIT

EVERY STUDENT PRESENT

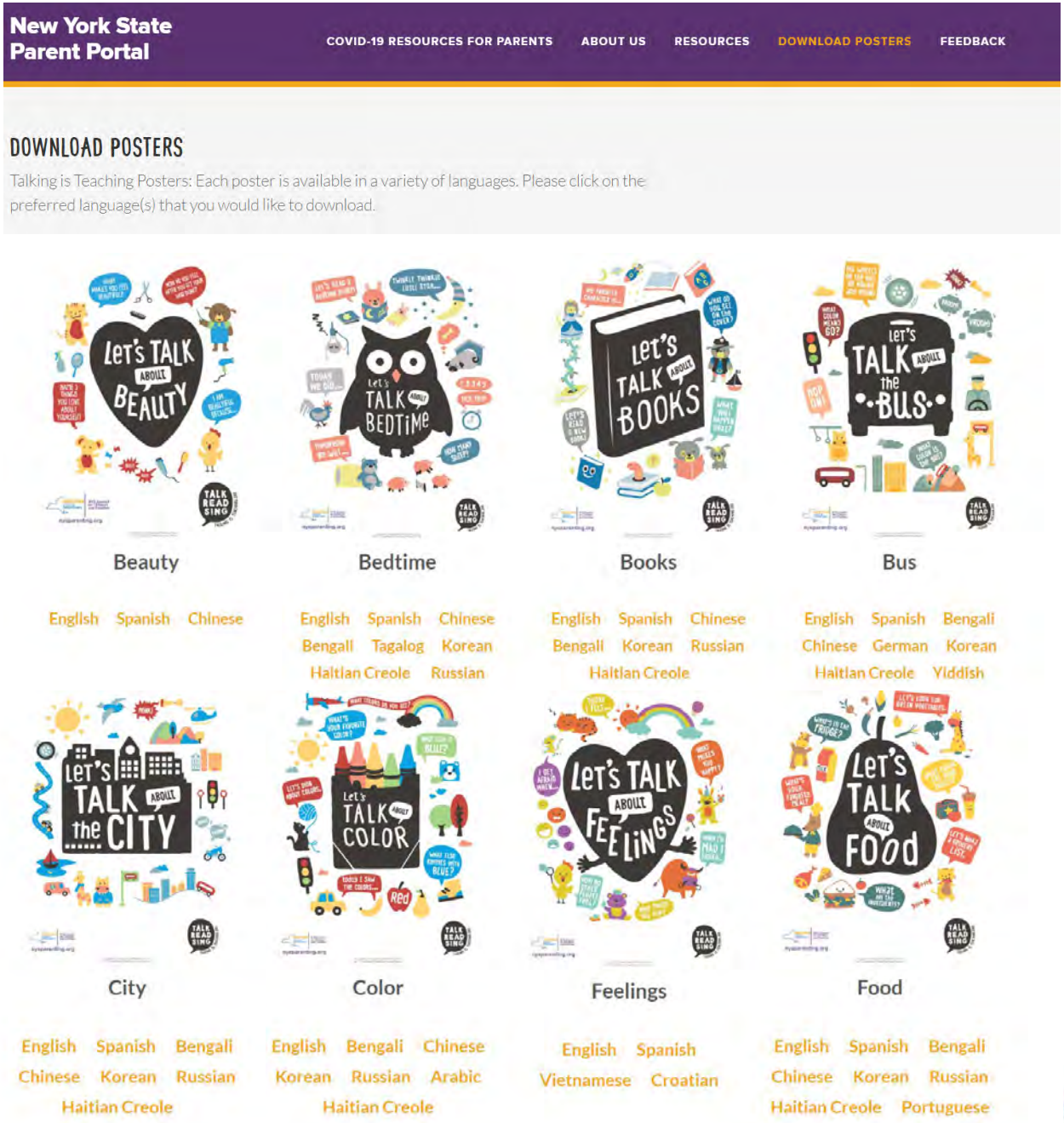
WAYS TO HELP YOUR CHILD ATTEND SCHOOL EVERY DAY

Learn how to boost your child's confidence, keep your child on track with school work, protect your child from bullies and keep your child healthy.

VISIT

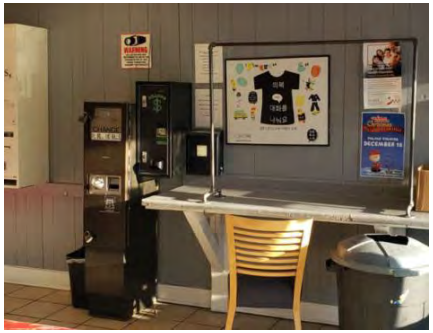
NEW YORK STATE OF OPPORTUNITY. | Council on Children and Families

Talking is Teaching on the NYS Parent Portal



NEW YORK STATE OF OPPORTUNITY. | Council on Children and Families

Year 1 Media Campaign Recap



NEW YORK STATE OF OPPORTUNITY. | Council on Children and Families

B5 Parent Education Media Campaign

B5 Digital Campaign

Question: Did you see a billboard or bus wrap?

Users
39,134

New Users
38,630

Sessions
47,171

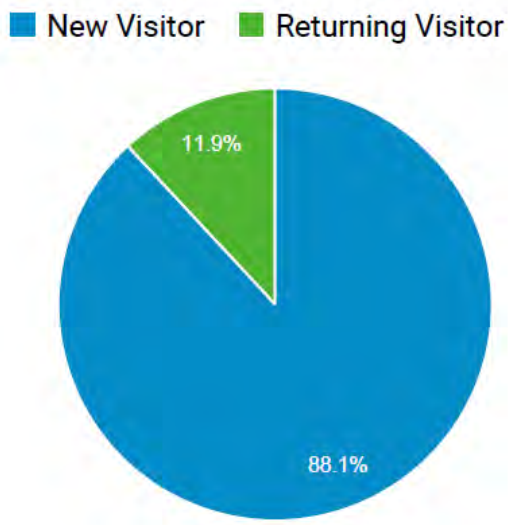
Number of Sessions per User
1.21

Pageviews
55,635

Pages / Session
1.18

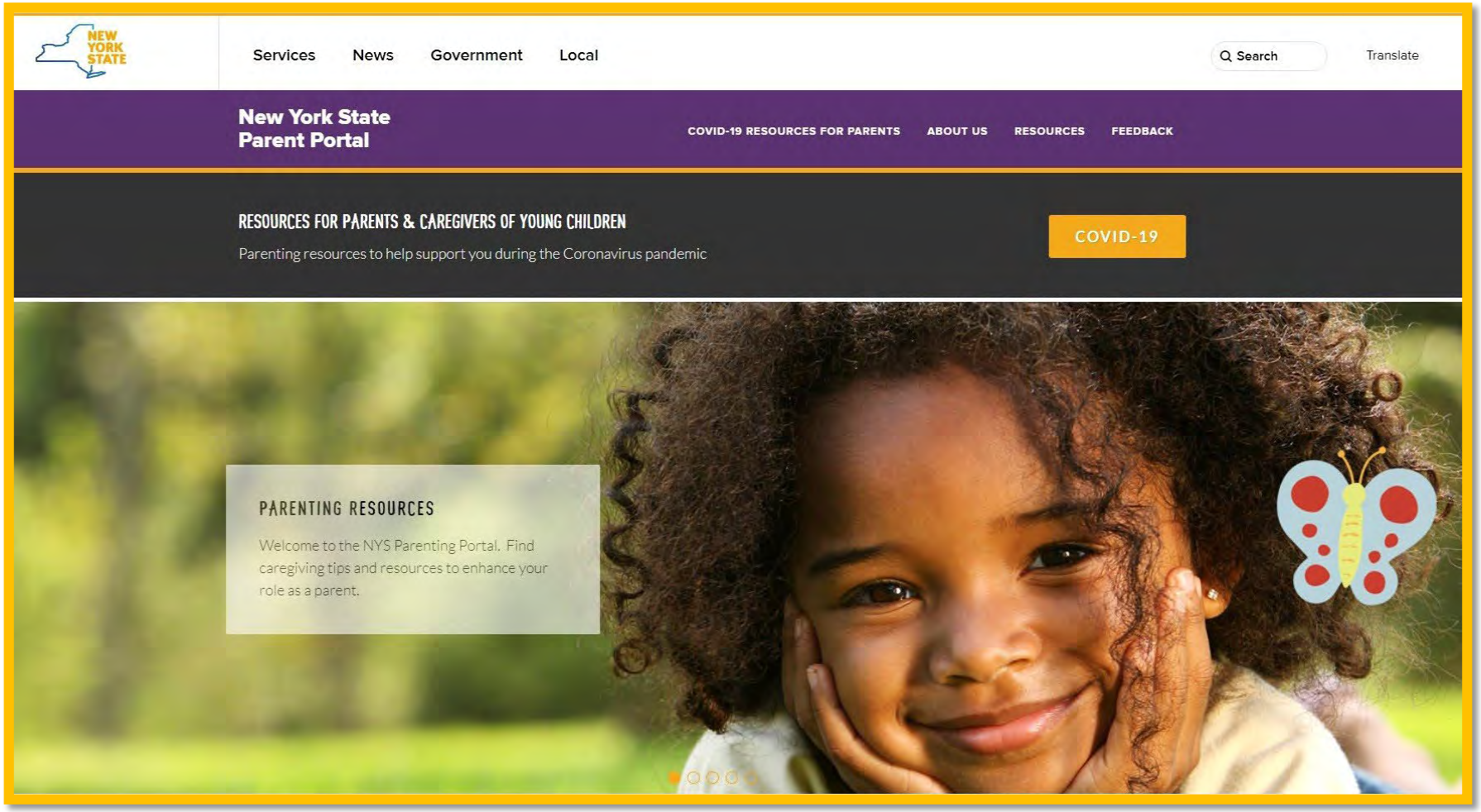
Avg. Session Duration
00:00:27

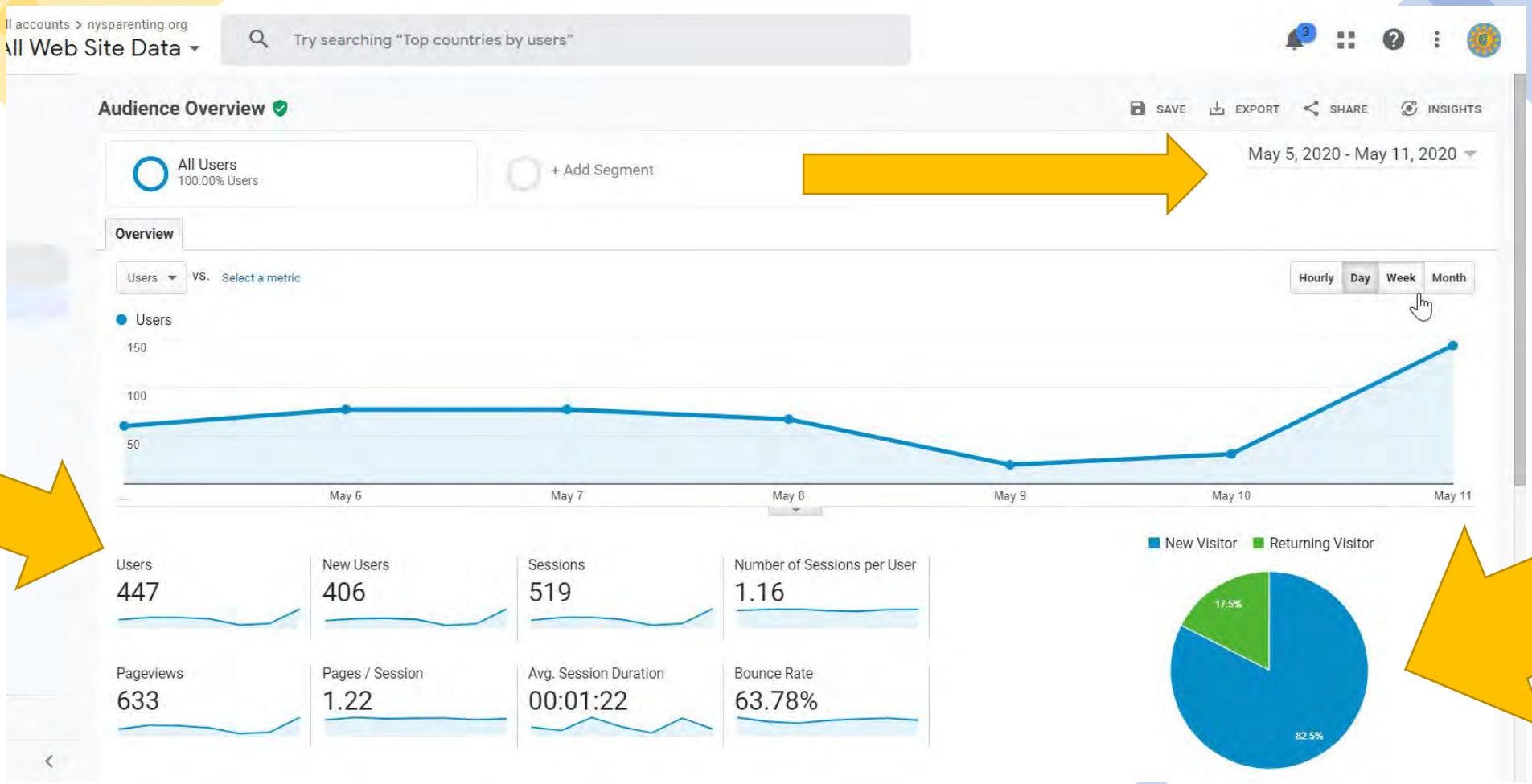
Bounce Rate
83.81%



January-February 2020

Analytics
nysparenting.org
All Web Site Data
Go to report
udience Overview
Jan 1, 2020 - Feb 2, 2020
All Users
100.00% Users
Overview
Users
3,000
2,000
1,000
Jan 3
Jan 5
Jan 7
Jan 9
Jan 11
Jan 13
Jan 15
Jan 17
Jan 19
Jan 21
Jan 23
Jan 25
Jan 27
Jan 29
Jan 31
Feb 2


NEW YORK STATE
Services
News
Government
Local
Search
Translate
New York State Parent Portal
COVID-19 RESOURCES FOR PARENTS
ABOUT US
RESOURCES
FEEDBACK
RESOURCES FOR PARENTS & CAREGIVERS OF YOUNG CHILDREN
Parenting resources to help support you during the Coronavirus pandemic
COVID-19
PARENTING RESOURCES
Welcome to the NYS Parenting Portal. Find caregiving tips and resources to enhance your role as a parent.


ll accounts > nysparenting.org
All Web Site Data
Try searching "Top countries by users"
Audience Overview
SAVE
EXPORT
SHARE
INSIGHTS
All Users
100.00% Users
+ Add Segment
May 5, 2020 - May 11, 2020
Overview
Users
vs.
Select a metric
Hourly
Day
Week
Month
Users
150
100
50
May 6
May 7
May 8
May 9
May 10
May 11
Users
447
New Users
406
Sessions
519
Number of Sessions per User
1.16
Pageviews
633
Pages / Session
1.22
Avg. Session Duration
00:01:22
Bounce Rate
63.78%
New Visitor
Returning Visitor
17.5%
82.5%

	Page	Pageviews	% Pageviews
1.	/coronavirus-resources-parents	315	49.76%
2.	/	257	40.60%
3.	/Y29yb25hdm	15	2.37%
4.	/pages/child-care-locator-instructions	5	0.79%
5.	/about-us	4	0.63%
6.	/resources	4	0.63%
7.	/?fbclid=IwAR0LxFe9Cn9UvFiJWbsNmmk5ssH6cd5mS3vXSlty0dnOUlvM1s4t085xrfI	1	0.16%
8.	/?t=1588691614586	1	0.16%
9.	/?t=1588691616825	1	0.16%
10.	/?t=1588691625415	1	0.16%

view full

This report was generated on 5/12/20 at 12:19:50 PM - Refresh

		633 % of Total: 100.00% (633)	574 % of Total: 100.00% (574)	00:05:49 Avg for View: 00:05:49 (0.00%)	512 % of Total: 100.00% (512)
1.	/coronavirus-resources-parents	**315** (49.76%)	282 (49.13%)	00:12:34	250 (48.83%)
2.	/	**257** (40.60%)	231 (40.24%)	00:02:57	227 (44.34%)
3.	/Y29yb25hdm	**15** (2.37%)	15 (2.61%)	00:00:01	14 (2.73%)
4.	/pages/child-care-locator-instructions	**5** (0.79%)	5 (0.87%)	00:00:56	5 (0.98%)
5.	/about-us	**4** (0.63%)	4 (0.70%)	00:01:38	0 (0.00%)
6.	/resources	**4** (0.63%)	4 (0.70%)	00:01:32	2 (0.39%)
7.	/?fbclid=IwAR0LxFe9Cn9UvFiJWbsNmmk5ssH6cd5mS3vXSlty0dnOUlvM1s4t085xrfI	**1** (0.16%)	1 (0.17%)	00:00:00	1 (0.20%)
8.	/?t=1588691614586	**1** (0.16%)	1 (0.17%)	00:00:04	0 (0.00%)
9.	/?t=1588691616825	**1** (0.16%)	1 (0.17%)	00:00:07	0 (0.00%)
10.	/?t=1588691625415	**1** (0.16%)	1 (0.17%)	00:00:00	0 (0.00%)

Covid-19 Resources for Parents

	Landing Page	Event Label	Acquisition			Behavior		
			Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
			537 % of Total: 21.68% (2,477)	77.84% Avg for View: 76.58% (1.64%)	418 % of Total: 22.03% (1,897)	0.00% Avg for View: 62.41% (-100.00%)	1.93 Avg for View: 1.40 (38.50%)	00:08:47 Avg for View: 00:01:33 (464.40%)
1.	/coronavirus-resources-parents	https://www.nysparenting.org/application/files/7815/8584/6071/TipsandResources.pdf	72 (13.41%)	76.39%	55 (13.16%)	0.00%	1.43	00:09:21
2.	/coronavirus-resources-parents	https://www.psychologytoday.com/us/blog/the-healthy-child/202003/parenting-in-pandemic	72 (13.41%)	91.67%	66 (15.79%)	0.00%	1.38	00:08:44
3.	/coronavirus-resources-parents	https://sites.ed.gov/idea/files/qa-covid-19-03-12-2020.pdf	52 (9.68%)	86.54%	45 (10.77%)	0.00%	1.33	00:10:23
4.	/coronavirus-resources-parents	https://www.nasponline.org/resources-and-publications/resources-and-podcasts/covid-19-resource-center	50 (9.31%)	84.00%	42 (10.05%)	0.00%	1.30	00:08:52
5.	/coronavirus-resources-parents	https://www.mindheart.co/descargables	47 (8.75%)	85.11%	40 (9.57%)	0.00%	1.38	00:09:38
6.	/coronavirus-resources-parents	https://www.pbs.org/parents/crafts-and-experiments/play-a-storytelling-game	36 (6.70%)	83.33%	30 (7.18%)	0.00%	1.33	00:08:08
7.	/coronavirus-resources-parents	https://www.youtube.com/watch?time_continue=21&v=MdKeau2huT4&feature=emb_logo	28 (5.21%)	78.57%	22 (5.26%)	0.00%	1.50	00:13:08
8.	/coronavirus-resources-parents	https://www.nysparenting.org/application/files/5115/8801/9506/CCF_COVID-19_Resource_List_for_Families_4_27_2020.pdf	27 (5.03%)	77.78%	21 (5.02%)	0.00%	1.30	00:03:20

Question? Have you visited the NYS PARENT PORTAL website?

Year 2 Media Campaign

- Call to Action
- Out of Home
- Digital

NEW YORK STATE OF OPPORTUNITY. Council on Children and Families

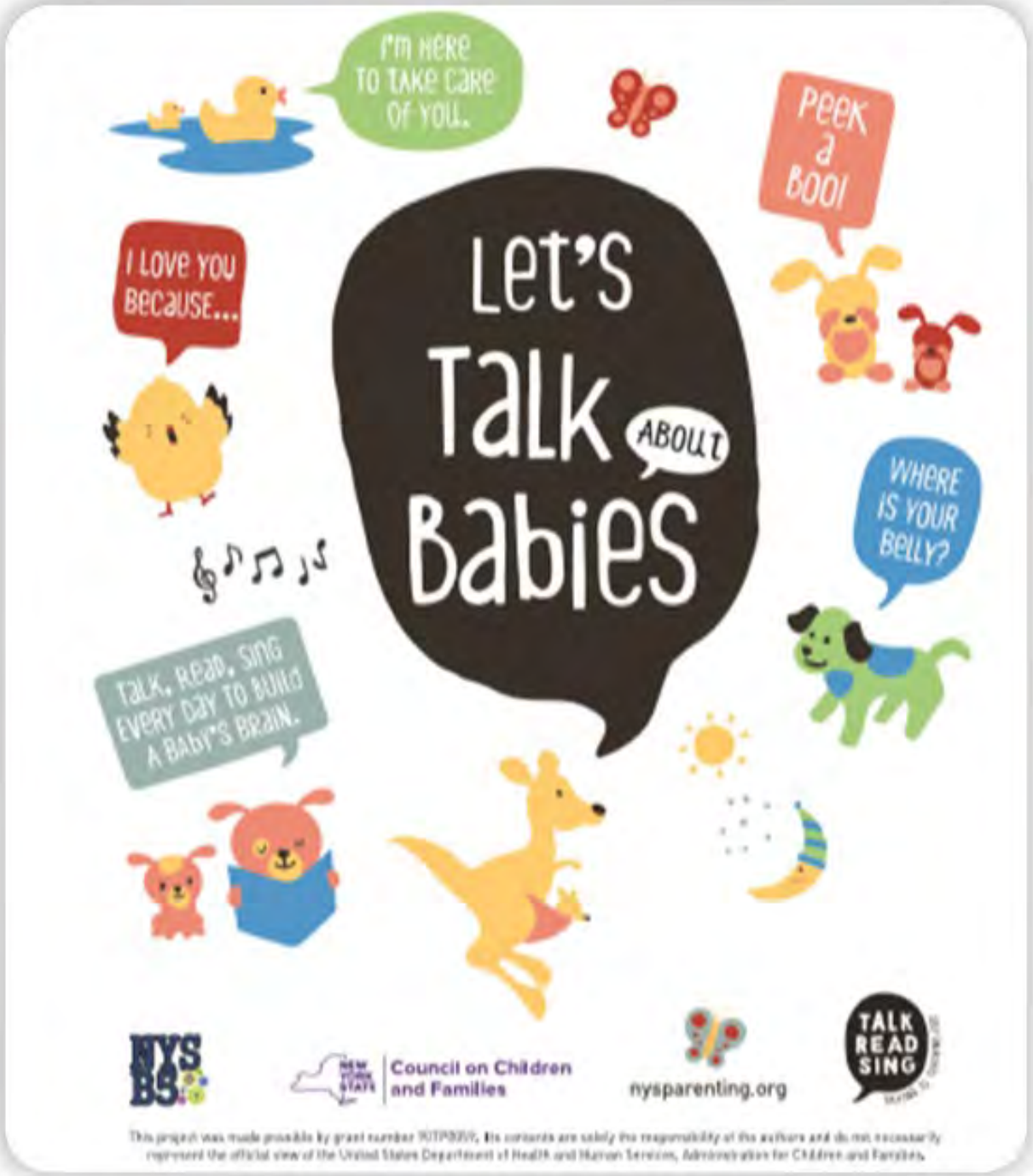
LET'S TALK, READ, AND SING
YOU'RE DOING A GREAT JOB!
I LOVE YOU
IT'S OK TO ASK FOR HELP
Let's Talk ABOUT MOMS
I WILL ALWAYS MAKE SURE YOU'RE SAFE.
DO YOU WANT TO PLAY?
DOWNLOAD THE NYS PARENT PORTAL
Council on Children and Families
Download on the App Store
Google play
TALK READ SING
Supported by Grant Number 90TP001901-01 from the U.S. Department of Health and Human Services

LET'S TALK, READ, AND SING
YOU'RE DOING A GREAT JOB!
I LOVE YOU
IT'S OK TO ASK FOR HELP
Let's Talk ABOUT Dads
I WILL ALWAYS MAKE SURE YOU'RE SAFE.
DO YOU WANT TO PLAY?
DOWNLOAD THE NYS PARENT PORTAL
Council on Children and Families
Download on the App Store
Google play
TALK READ SING
Supported by Grant Number 90TP001901-01 from the U.S. Department of Health and Human Services

LET'S TALK, READ, AND SING
YOU'RE DOING A GREAT JOB!
I LOVE YOU
IT'S OK TO ASK FOR HELP
Let's Talk ABOUT Parenting
I WILL ALWAYS MAKE SURE YOU'RE SAFE.
DO YOU WANT TO PLAY?
DOWNLOAD THE NYS PARENT PORTAL
Council on Children and Families
Download on the App Store
Google play
TALK READ SING
Supported by Grant Number 90TP001901-01 from the U.S. Department of Health and Human Services

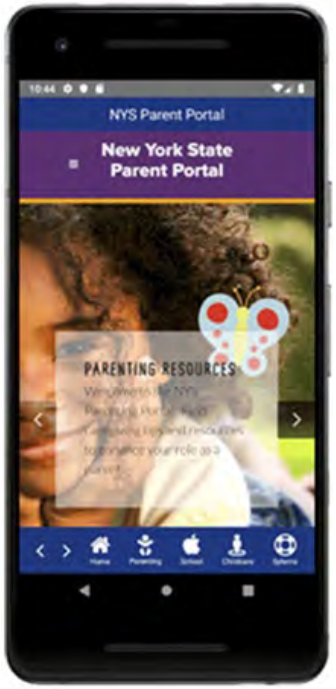
LET'S TALK, READ, AND SING
YOU'RE DOING A GREAT JOB!
I LOVE YOU
IT'S OK TO ASK FOR HELP
Let's Talk ABOUT Grandparents
I WILL ALWAYS MAKE SURE YOU'RE SAFE.
DO YOU WANT TO PLAY?
DOWNLOAD THE NYS PARENT PORTAL
Council on Children and Families
Download on the App Store
Google play
TALK READ SING
Supported by Grant Number 90TP001901-01 from the U.S. Department of Health and Human Services.

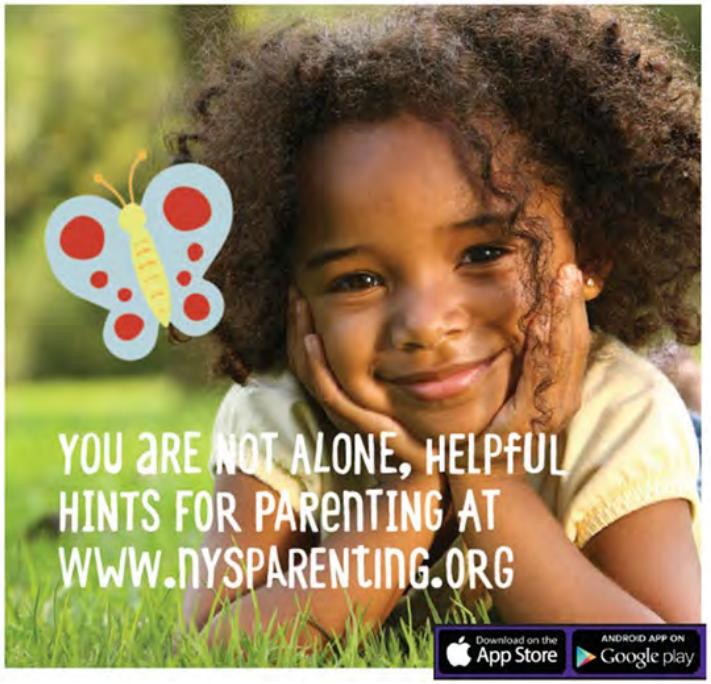
LET'S TALK, READ, AND SING
YOU'RE DOING A GREAT JOB!
I LOVE YOU
IT'S OK TO ASK FOR HELP
Let's Talk ABOUT AUNTS
I WILL ALWAYS MAKE SURE YOU'RE SAFE.
DO YOU WANT TO PLAY?
DOWNLOAD THE NYS PARENT PORTAL
Council on Children and Families
Download on the App Store
Google play
TALK READ SING
Supported by Grant Number 90TP001901-01 from the U.S. Department of Health and Human Services.



This project was made possible by grant number 90TP0031. Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the United States Department of Health and Human Services, Administration for Children and Families.

NYS Parent Portal Mobile App





CONNECT TO NY

Mobile Apps

FAMILY

New York State Parent Portal

Help build a culture of positive parenting in your communities. Use these resources to make families aware of child care options, helpful hints to ...

TRANSPORTATION

NYS Thruway Authority

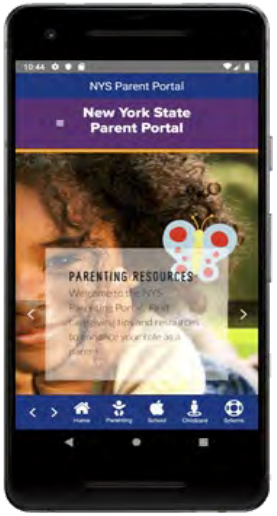
Experience everything the New York State Thruway has to offer. From locating one of our 27 Service Areas to receiving voice notifications of servic...

TRANSPORTATION

MTA eTix

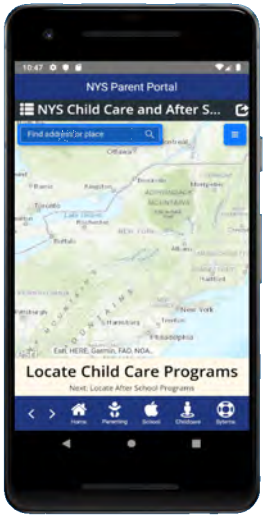
Turn your phone into a rail ticket. Download MTA eTix and purchase mobile tickets for the Metro-North Railroad or Long Island Rail Road.

NYS Parent Portal Mobile App

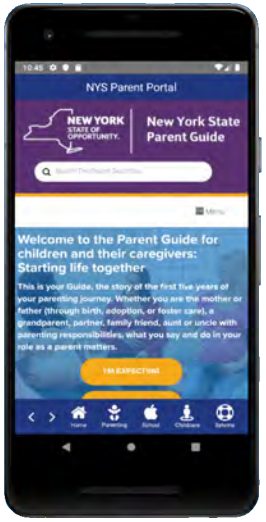


Home page of the NYS Parent Portal app

NYS Child Care, After School, Home Visiting Programs Locator



Interactive map on the Locator



NYS Parent Guide

Multiple Systems Navigator

Every Student Present

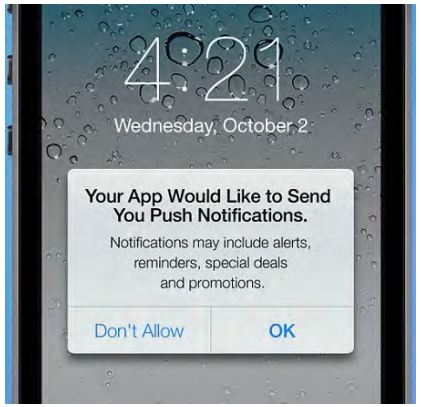
NEW YORK STATE OF OPPORTUNITY. | Council on Children and Families

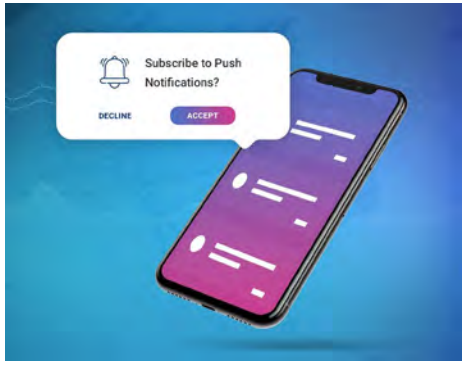
Question?

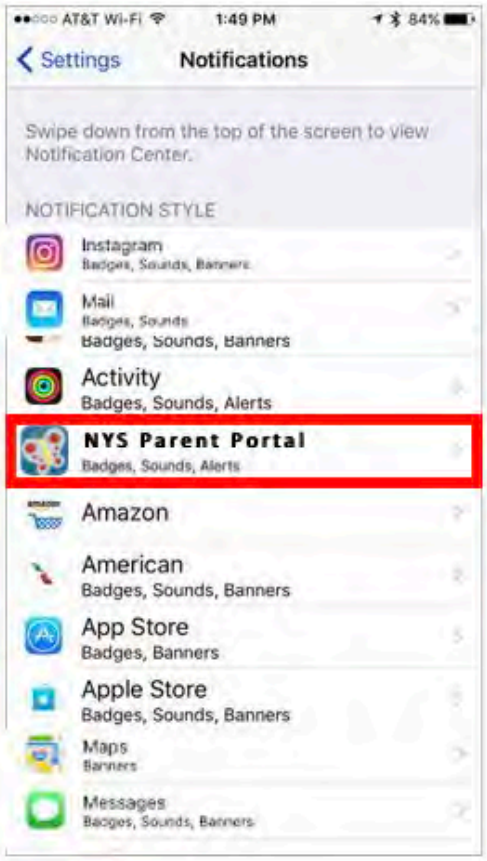
Do you receive push notifications from your apps?

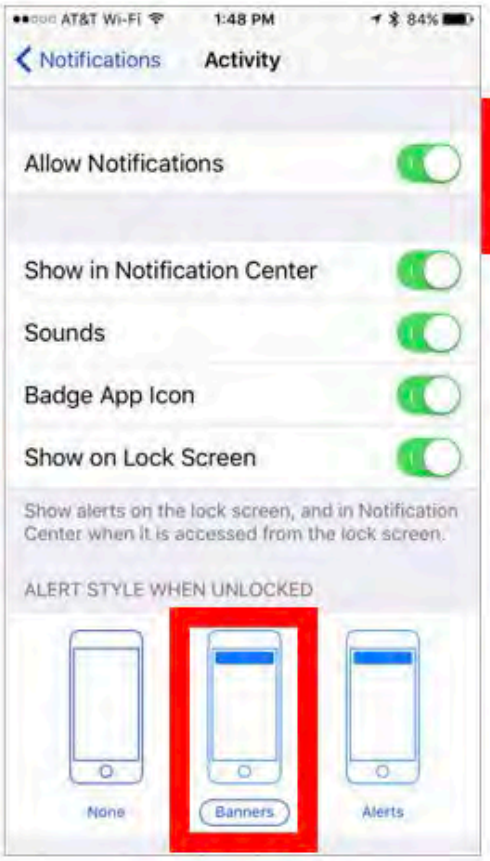
Examples Push Notifications

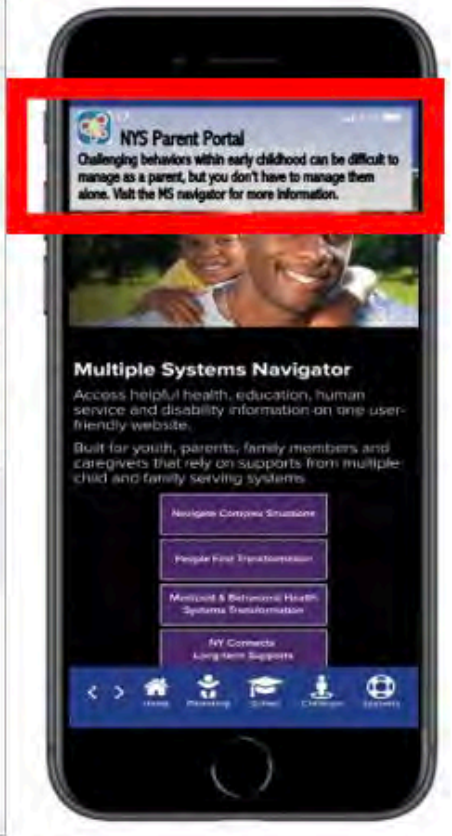
Push Notification Settings









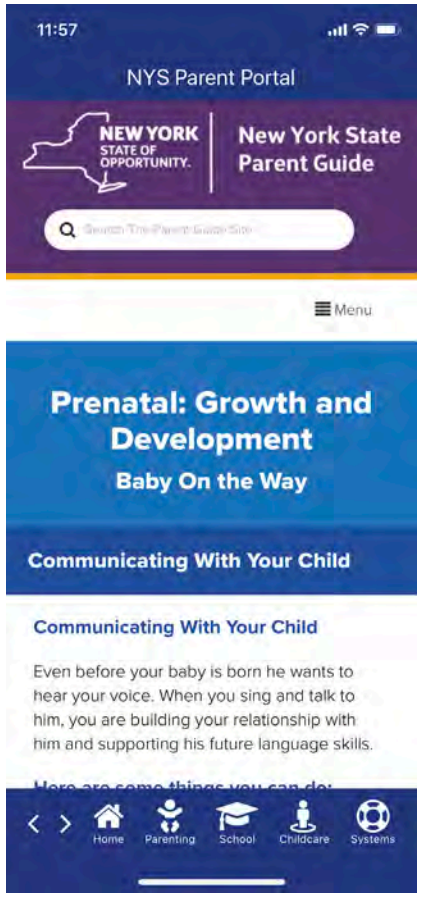


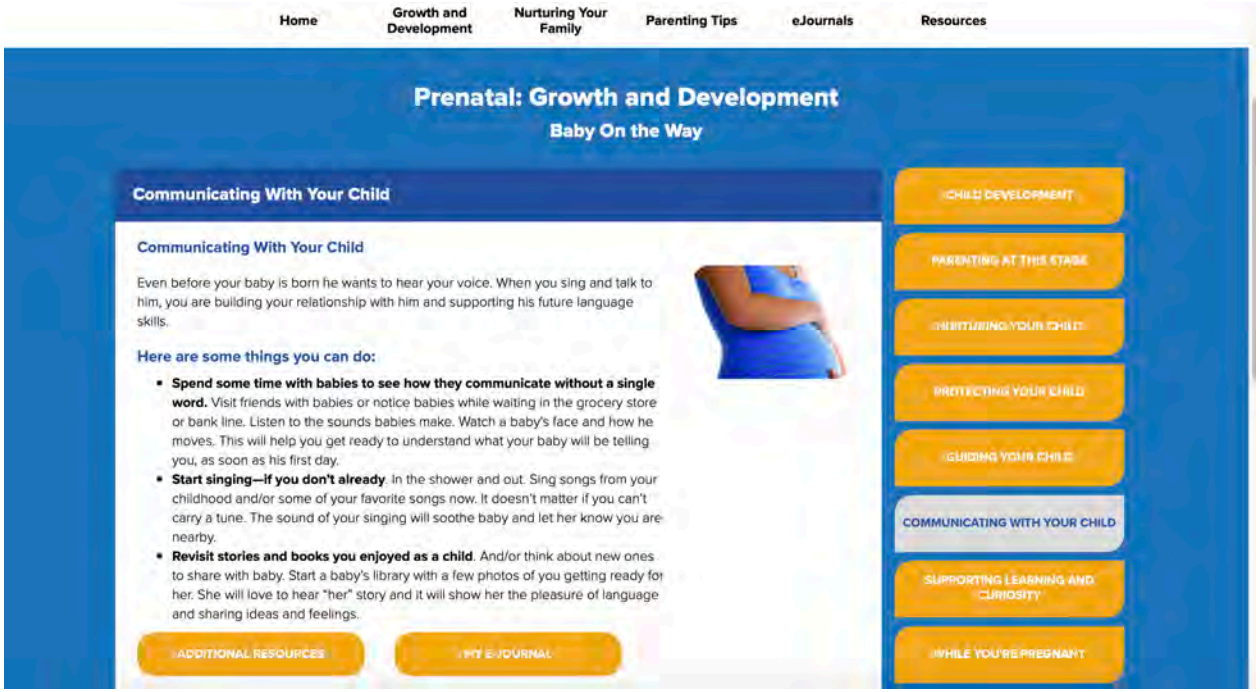
Pregnant/ Expecting Families examples of Push Notifications

- Cloth or disposable diapers? Who will be my baby's health care provider? Where will my baby sleep? Discover new resources in your community for new parents and their babies.
- Expecting parents, it is never too early to begin building a strong and trusting relationship with your baby!
- Even before your baby is born, they want to hear your voice. When you sing and talk to them, you are building your relationship with them and supporting their future language skills.
- Take a look in the mirror. That person you are looking at is your baby's most important teacher.
- Start to make your home a safe place for your baby to explore. Lie, then crawl on the floor. Your baby is going to be spending lots of time there—you too. Why not start going through a safety checklist to keep your little explorer safe and sound?

Pregnant/ Expecting Families Example Push Notifications

Parent Portal App → Parent Guide

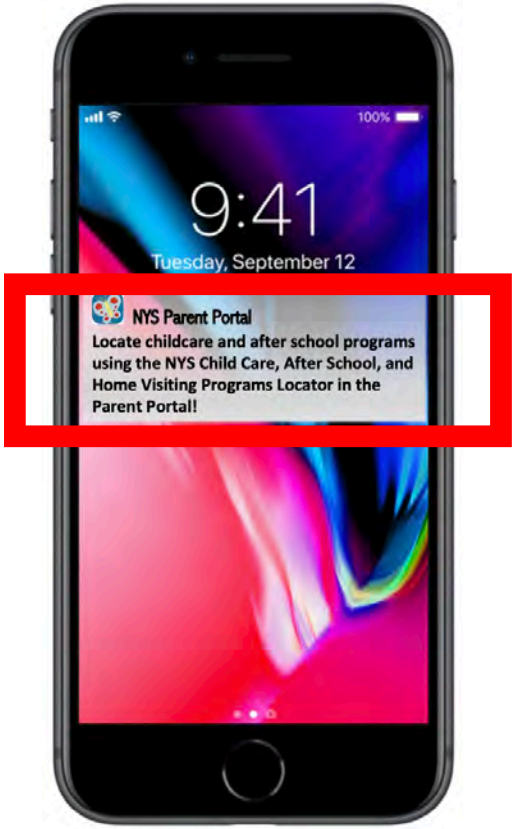




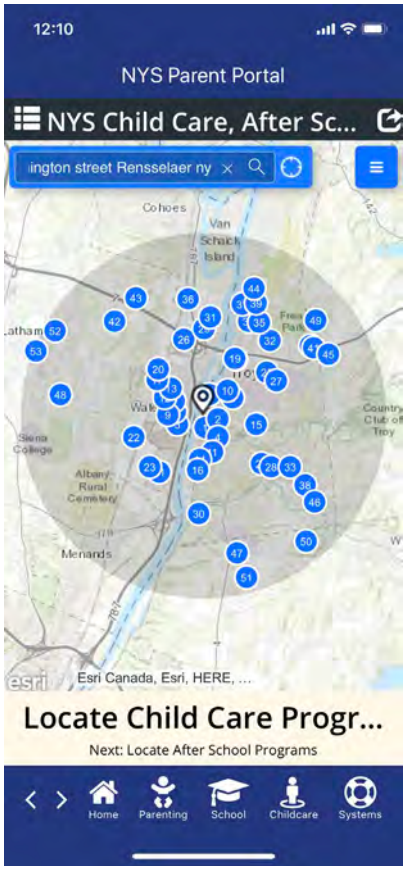
Parents of Infant
examples of Push Notifications

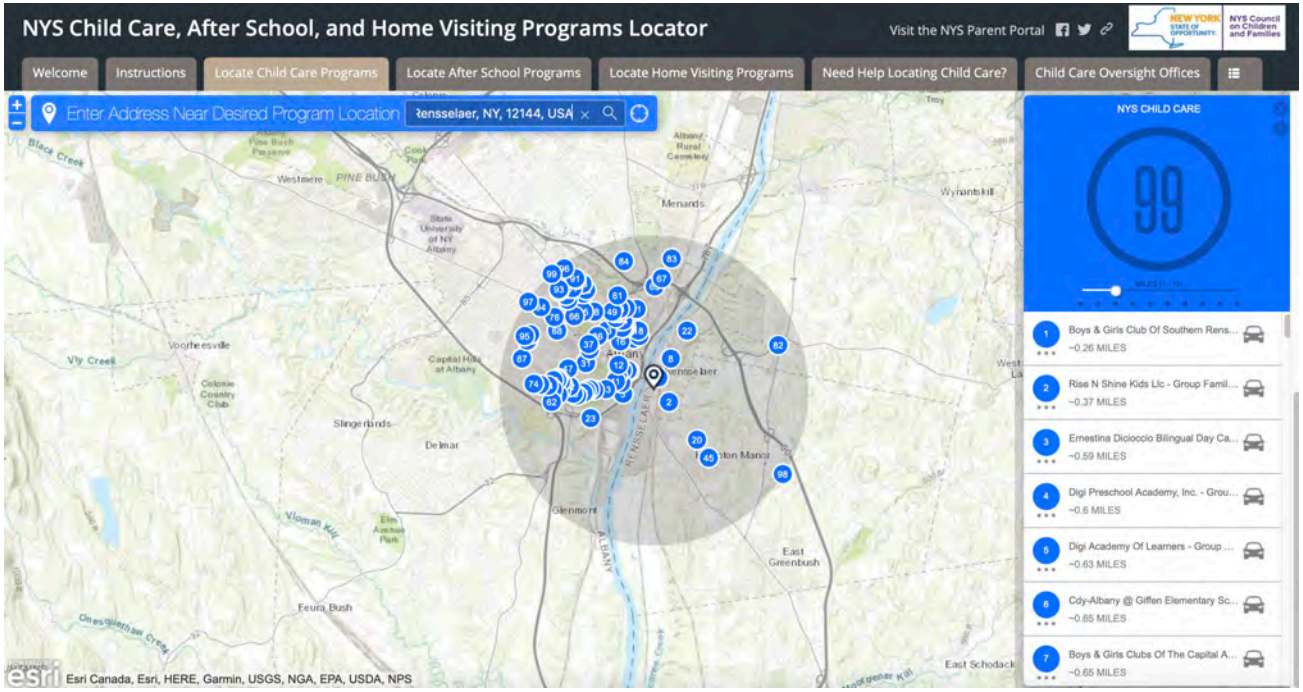
- All parents, especially first-time parent experience a wide variety of feelings—this is normal. Never be afraid to ask for help if you need it.
- The American Academy of Pediatrics recommends putting your baby to sleep alone, on their back, in a safe crib with a firm mattress without pillows, blankets or toys.
- Locate childcare programs near you by using the NYS Childcare, Afterschool and Home Visiting porgram locator in the Parent Portal!
- Always use rear facing infant car seats that are properly installed. Even on the shortest trip and even when they protest being buckled in.
- If you have questions about your child's development, check with your child's health care provider or call the NYS Growing Up Healthy Hotline (1-800-522-5006) to find a local Early Intervention Program.

Parents of Infant
Examples of Push Notifications



Parent Portal App → NYS Child Care, After School and Home Visiting Programs Locator



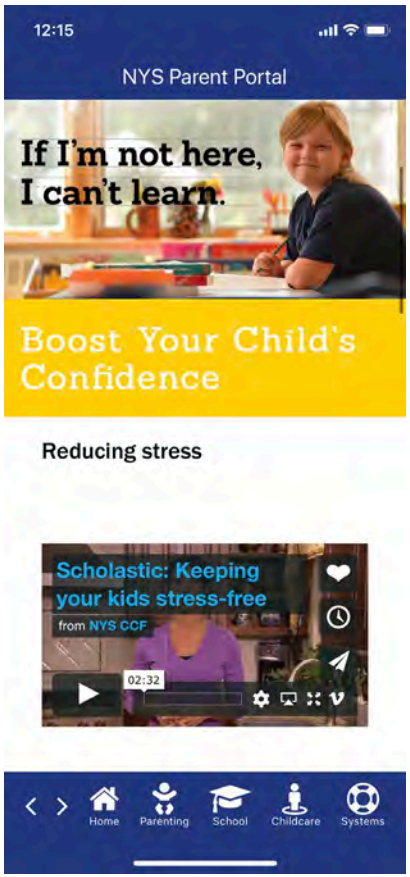


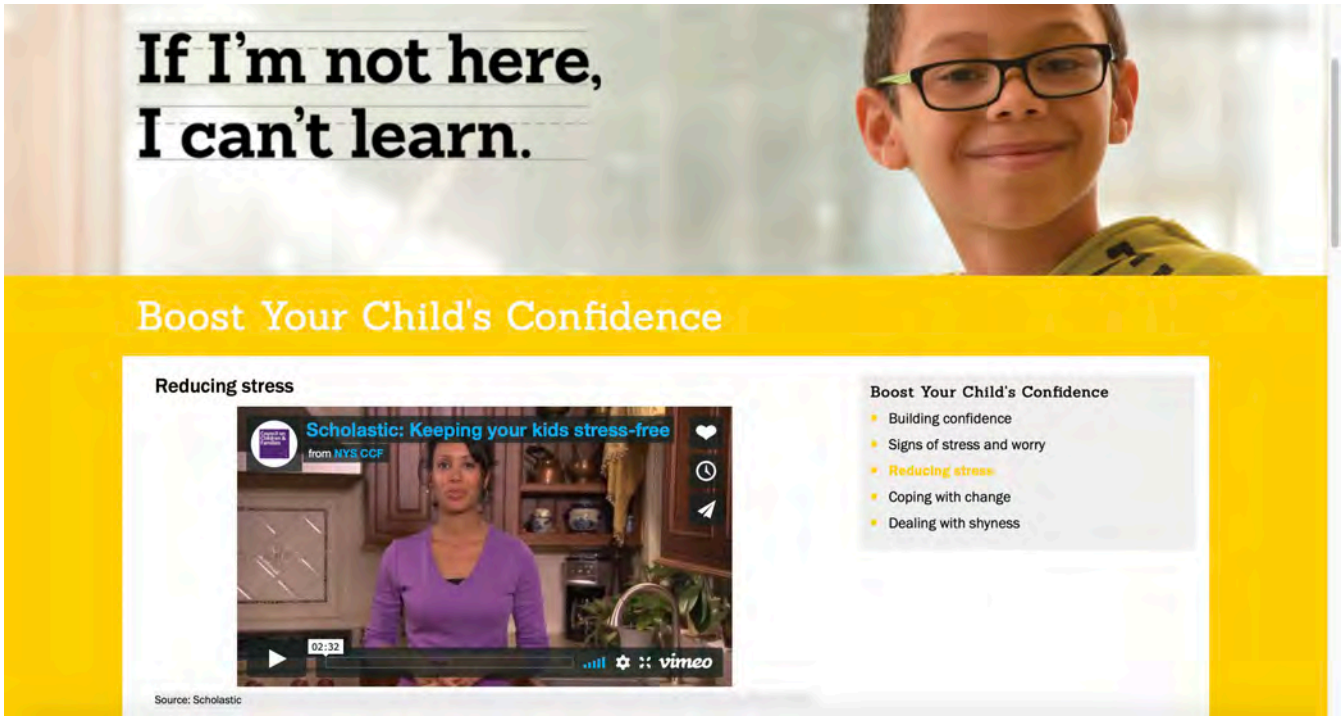
Parents of 4-year-old examples of Push Notifications

- A week or two before school begins, have your children go to bed at a set bedtime and get up at a set wake up time to help prepare for school.
- Is your child dealing with shyness in school? Help your child grow their confidence and remind them of a time when they were in a new situation and got through it.
- Are you looking for ways to have a productive parent/teacher conference? This resource may be able to help!
- Eye exams for young children are extremely important because children are often more responsive to treatment when problems are diagnosed early.
- Does your child have asthma? Learn your school's asthma policies and asthma emergency procedures. At the beginning of each school year, talk to your school nurse and teacher about your child's asthma.

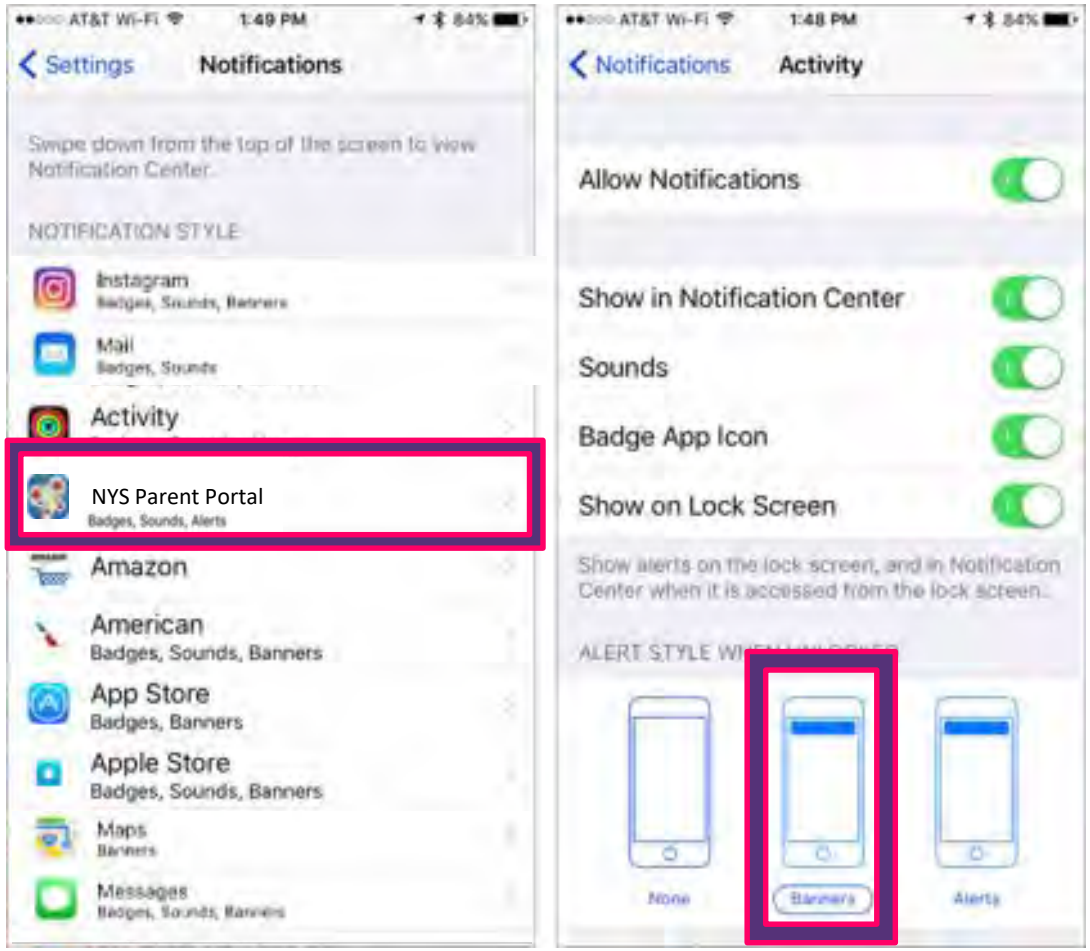
Parents of 4-year-old Push Notifications

Parent Portal App → Every Student Present





Push Notifications on the NYS Parent Portal Mobile App



NEW YORK STATE OF OPPORTUNITY. Council on Children and Families

Mobile App Social Media Toolkit

Toolkit will include:

- Pictures from the Mobile App
- Ready to post messages
- Links and tags to include

Next Steps

- Out of Home and Digital Media Campaign Launch: Fall/Winter 2020
- Ordering Talking is Teaching Posters for Distribution
- Ordering Promotional Materials for the Mobile App
- Mobile App Social Media Toolkit for Partners

Questions? Ideas?

Cate Bohn
cate.bohn@ccf.ny.gov

Ciearra Norwood
ciearra.norwood@ccf.ny.gov

***NYS Parent Portal**
www.nysparenting.org

@nysccf @nysccf

Download on the App Store

GET IT ON Google Play