



# Staffing and Training

## Staffing: Roles and responsibilities

Staffing and the clear delegation of responsibilities are key to the successful launch and implementation of a LENA Start program. One person may fulfill multiple roles and be responsible for completing or delegating core responsibilities.

Primary roles:

- The **Program Director** is the lead role for LENA Start program implementation. This person is responsible for the program's success within your community by building partner relationships for sustainability and ongoing oversight of groups. The Program Director is responsible for ensuring LENA Start groups are run with fidelity.
- **Coordinators** present weekly LENA Start sessions to caregivers. Their focus is on building relationships with families taking part in the program. Coordinators also manage groups through LENA Online.

Additional responsibilities include:

- **Recruitment** includes planning and executing an ongoing recruitment strategy, customizing recruitment materials, and connecting with caregivers, partners, and other community organizations through a variety of platforms.
- Oversight of **materials**. This includes the organization, management, and distribution of LENA Start program materials as well as any locally sourced items such as shared reading books or additional incentives.
- **Tech Support** includes managing technology logistics, setting up and using LENA Online, troubleshooting tech questions, and processing LENA Devices with LENA Hub.

## Training summary

- **Implementation Training** (one-hour self-study, followed by one-hour planning meeting)
  - Program leadership works with their LENA Implementation Specialist to begin the launch process. Topics include staffing, curriculum delivery options, technology, materials, and more.
- **Tech Training** (30-minute self-study, followed by 30-minute meeting)
  - Participants learn how to use LENA technology, including processing LENA devices and navigating LENA Online.

- **Recruitment Training** (approximately one hour, web-based)
  - Participants learn about LENA recruitment resources and best practices. Begin to develop program recruitment and retention strategies, as well as a plan to share these with community partners.
- **Coordinator Training** (1.5 hours self-study; 4.5 hours web-based, scheduled over two days)
  - Participants learn the key components of the LENA Start curriculum such as using LENA Online, interpreting weekly talk reports, and goal setting. Develop foundational skills and prepare to facilitate family sessions.
  - This training is offered on a rolling basis throughout the year for ease of scheduling and onboarding new coordinators.

**Ongoing Support:** Program Directors (w/option to add additional staff) participate in regularly scheduled support meetings during program launch (approximately 30 min). Continued support from your LENA Implementation Specialist as needed. LENA provides additional twice-annual data and strategic step-back calls to assist in analyzing data, gathering feedback, and discussing your Start program’s trajectory.

### Who attends each training?

Time estimates for trainings vary based on program needs. The table below illustrates who attends each training based on primary roles.

	Program Director	Coordinator
Implementation and Logistics (2 hours)		
Tech Training (1 hour)		
Recruitment Training (1 hour)		
Coordinator Training (6 hours)		
<b>Total Training Hours</b>	<b>10</b>	<b>6</b>

The [LENA Start Launch Plan](#) will serve as your guide to the detailed steps involved in implementation.



**For more information, contact:**

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