

# LENA Grow™ Guidelines

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# 1. General Program Guidelines

## 1.1. Program Setup

Program setup by LENA includes the following:

- Setup and configuration of LENA Online™ for the Client.
- Support for setup and configuration of LENA processing software on Client computers.
- Program planning and training of program manager, coaches, and administrative staff via online courses, webinars, and teleconference, including training presentations and manuals as appropriate. Alternately, the Client may request to purchase on-site training and support.

[System requirements](#) for Client technology necessary to implement LENA Grow.

## 1.2. Program Fees

The LENA Grow program is a fee-based professional development program. The LENA Grow Room Fee covers materials, shipping, software, processing, curriculum, implementation training, support, and resources. Sales tax is not included for those partners exempt from such tax.

### 1.2.1. Contract

The Program Agreement establishes a contractual relationship between LENA and the Client, establishing terms and conditions of our work together. At the time of signing the Program Agreement, an Exhibit A will be included outlining the materials and fees for the initial contract term. This will include a minimum of 10 Room Fees. If the Client will use fewer than 10 LENA Grow Room Kits, they may choose to decline shipment of additional materials, but will still be required to purchase at least 10 Room Fees.

### 1.2.2. Purchasing Additional Rooms or Materials

During a contract cycle, the Client may purchase additional materials and/or rooms at any time. A quote for the requested materials will be provided to the Client and an invoice will be issued after the Client signs the quote. Certain replacement materials may also be purchased directly by the client through the LENA Shop at [shop.lena.org](http://shop.lena.org).

## 1.3. Provider and Family Engagement

LENA will support the Client to engage providers, teachers, and children and their families in LENA Grow by providing the following:

- Artwork, logos, color palettes, and templates for suggested recruitment materials.
- Recommended strategies and procedures for encouraging participation.
- Slides and outline for teacher Orientation session.

- Form template for basis of enrollment/consent that the Client finalizes and provides to families of participating children.

## **1.4. Session Language**

LENA Grow materials are available in both English and Spanish. Teachers should receive coaching according to their language preference, if possible. The Client should assign a coach who is fluent in the designated language or provide an interpreter.

### 1.4.1. Classroom Language

There is no restriction on classroom language (the language predominantly spoken to or with the child in the classroom). However, LENA Grow coaching content is only available in English and Spanish.

## **1.5. Participant Enrollment**

### 1.5.1. Consent

The Client is responsible for having families review the program's consent form as part of the enrollment process. All families must have received a consent form prior to their classroom's first LENA Day. The Client should retain completed consent forms for at least 12 months after the completion of LENA Grow. Client consent management should be consistent with local regulations and/or their organization's record-keeping requirements.

### 1.5.2. Opting Out

If a family determines they do not want their child to participate in the LENA Grow program, they may opt out of the program. In this case, the child who has been opted out will not record on classroom LENA Days and should not be entered into LENA Online as a Child.

## **1.6. Program Fidelity**

To maintain program fidelity and to achieve desired outcomes, the Client will deliver LENA Grow in compliance with these Guidelines and in accordance with fidelity requirements listed in the program materials and LENA Online. If these Guidelines and LENA fidelity requirements are not adhered to, the program may not achieve the desired outcomes and the Client may not be able to publicly report on program results.

## **1.7. LENA Online™ Access**

LENA will set up the Client's organization within LENA Online and provide password-authenticated user access to the Client's initial local account owners. After initial set-up, the Client is responsible for local administration and creation of user accounts and access. The Client's account owners will have the ability to, and be responsible for, creating new users within LENA Online. LENA will provide overall administration and maintenance of the LENA Online service. The

Client is responsible for deactivating user accounts and access when appropriate (staff departure, assignment to new role, etc.). Regular review of users is strongly recommended to maintain accounts of only those who need active access to LENA Online.

The [LENA Online Terms of Use and Access to Services Agreement](#) provides additional details.

## **1.8. Training**

LENA will provide training throughout the duration of the partnership.

### **1.8.1. Online Training (asynchronous)**

LENA will provide the Client with online asynchronous training to complete prior to the live web-based training: LENA Grow Live. All program managers and coaches are required to complete the online training prior to participation in live web-based training. Online training can be accessed anytime and reviewed as many times as needed. Online training may be shared with others, such as center directors, to support community buy-in and implementation.

### **1.8.2. LENA Grow Live (training via online live meeting)**

LENA will provide the Client with LENA Grow Live training at the outset of the program. LENA Grow Live training is offered on a regular basis throughout the year to support staffing changes. The Client cannot proceed with formal engagement of teachers or child enrollment until they have completed this training.

Participants will learn key program features and how to use LENA Grow data, technology, and resources to conduct a successful LENA Grow sequence. Coaches must complete both online courses and LENA Grow Live training before leading any LENA Grow coaching sessions. The training must be attended before a coach conducts their first LENA Day.

Client may request to purchase a personalized LENA Grow Live training, either via webinar or in-person, for an additional fee.

## **1.9. Support**

LENA will provide support to the Client via phone and e-mail during normal business hours (approximately 8 a.m. to 5 p.m. Mountain Time). Support includes necessary software updates for any hardware purchased from LENA and user support for LENA Online. The Client will provide LENA up-to-date contact information for the account owner, as well as any applicable IT staff, so that LENA is able to provide Client timely remote assistance if issues arise.

LENA and the Client will establish regular check-in calls during the first LENA Grow sequence and will determine an appropriate frequency of check-ins during subsequent sequences. The purpose of these calls is to answer questions, discuss logistics, and review LENA data.

At least once annually, LENA and the Client will hold a data review meeting via phone to review participation patterns, outcomes in the various LENA measures, and plans for scale. Together, LENA and the Client will also identify areas for improvement in the program and/or its implementation by the Client.

LENA and the Client are each responsible for their own travel and other expenses associated with LENA Grow.

### **1.10. Additional Services**

The Client may request additional services that would be contracted through additional orders. These may include special data analyses, creation of new and custom reports, and new features that are not part of our existing development roadmap. LENA reserves the right to accept or reject requests for additional services.

## **2. Resources**

### **2.1. LENA Software and Cloud Processing**

LENA will provide the Client with initial assistance in downloading the LENA software on their own computers, provided those computers meet [system requirements](#). After the initial download, the Client is responsible for future installations of the software.

The LENA software uploads the audio data to the cloud for processing. The Client is responsible for providing the internet connection for the computer(s) running the software. Processing is completed on secure servers. Once uploaded and processed, the audio files are deleted.

The Client is responsible for providing resources, processes, and facilities to comply with Confidentiality Best Practices (see Section 4).

### **2.2. LENA Devices**

As part of the Room Fee, LENA provides pre-assigned devices and cords for uploading and charging the devices. The Client is responsible for processing and charging the devices. At the end of the sequence, or at the end of 10 weeks, the Client is responsible for returning devices to LENA using the pre-paid label and shipping materials.

The Client is responsible for providing basic support for device usage. This is primarily initial troubleshooting to isolate issues and includes all support to teachers and coaches with respect to device operation. Extra devices are provided in each room's shipment as replacements if a device does not work.

### 2.2.1. Device Loss or Damage

If more than 10% of devices are lost or damaged, a \$100 per device replacement fee will be charged.

## 2.3. LENA Clothing

The Client will receive LENA clothing in a distribution of sizes as part of their Room Fee. Clothing may be washed between uses. Unused clothing should be returned to LENA with the devices at the end of the sequence.

## 2.4. Coaching and Implementation Materials

### 2.4.1. Materials included

Included in each Room Fee for LENA Grow are materials for teachers in one classroom, including Teacher Guide, assigned devices, extra devices, an assortment of clothing, and processing hardware.

In addition to the physical materials, fees cover shipping, software, processing, curriculum, coach training, support, resources, and the ability to conduct any LENA Grow sequence.

The first contract year includes one set of materials per 10 rooms. In the first year and in subsequent contract years, additional/replacement coach materials may be purchased a la cart.

## 2.5. LENA Reports

Teachers receive LENA feedback reports either in printed color hardcopy or in color PDF via weekly emails. The Client is responsible for printing and/or emailing reports.

A report is available for distribution to families, if desired.

LENA will provide the Client access to additional reports summarizing participation statistics, trends, and other measures through the LENA Online platform and at data review meetings.

## 2.6. Shipping

### 2.6.1. Shipping Included

Within the United States, shipping of each room's box of materials is included with the Room Fee. Additional charges may apply for shipments outside of the United States and will be included in the provided quote. Client is responsible for notifying LENA of missing or damaged shipments within 15 days; otherwise, customer assumes liability for damaged or missing items.

### 2.6.1. Material Returns

The LENA box, devices, and multidocks must be returned to LENA within 10 weeks of receipt. Boxes not returned will be assumed lost and a \$1,000 fee will be charged. If more than 10% of devices are lost or damaged, a \$100 per device replacement fee will be charged.

### 2.6.2. Customs, Duties, and Taxes

For customers outside of the United States, the recipient is responsible for assuring that the product purchased or received can be lawfully imported to the destination country. The recipient is the importer of record and must comply with all laws and regulations of the destination country. International orders may be subject to import taxes, customs duties, and fees levied by the destination country. The recipient of an international order may be subject to such import taxes, customs duties, and fees, which are levied once a shipment reaches the destination country. The recipient is responsible for all import taxes, customs duties, and fees. Customs policies vary widely from country to country. Contact your local customs office for further information. When orders shipped internationally reach the destination country, they may be subject to customs clearance procedures which can cause delays.

## 3. Program Execution

### 3.1. LENA Grow Site Selection

Since LENA Grow requires a significant amount of logistical planning and management, it is important that sites (including child care centers and/or family child care providers) are an appropriate fit to implement the program with high fidelity. We recommend that the Client select participating sites that meet the following criteria:

- Site should have resources to provide a separate space for coaching outside of the classroom, and coverage for participating teachers during that time (see Section 3.4).
- Center director should be committed to implementing the program with fidelity (see Section 1.6) and being available to answer families' questions, especially during the family consent process.

### 3.2. LENA Grow Schedule

The LENA Grow program consists of 5-week sequences. Each Room Fee includes the use of a single sequence. LENA Grow 1— Essentials consists of a teacher Orientation and five LENA Feedback Cycles. LENA Grow 2 — Insights and LENA Grow Connections each consist of LENA Feedback Cycles. Client may use any sequence they see fit. Coaching sessions can be delivered one-on-one or in small peer groups. Reflection sessions are completed independently.



### 3.2.1. Session Duration

Orientation and coaching/reflection sessions range from 30 minutes to 1 hour. The number of coaching sessions required varies depending on the sequence.

### 3.2.2. LENA Days

A LENA Day occurs when all the participating children in a classroom wear a LENA device, capturing the language and interactions children experience throughout the day.

Teachers complete a LENA Day before each of their coaching/reflection sessions throughout the program.

## 3.3. LENA Grow Coaches

The Client provides coaches to lead all LENA Grow coaching sessions. Coaches should have prior experience working in an early childhood classroom (a minimum of three years is recommended), should be able to facilitate productive conversations with teachers about the LENA Grow content and reports, must complete online courses and LENA Grow Live training, and must complete the LENA coach quiz.

Coaching typically requires one to two hours a week for each participating class but can vary widely depending on several factors, including site location(s), availability of support for administrative tasks, and the coach's comfort with technology.

## 3.4. Time and Space for Hosting LENA Grow Coaching Sessions

The Client is responsible for providing both the time and space for LENA Grow coaching sessions. Ensuring teachers have consistent classroom coverage to meet with coaches is vital to the success of the program. Coaching sessions are all about comfortable coach-teacher conversations. Arranging a quiet space and classroom coverage for coaching sessions is one of the *most important contributors* to program success. If sessions take place in the classroom, distractions may limit the teacher's ability to reflect, set goals, and improve. Some situations are more challenging than others, so think creatively to find workable solutions that will set coaches and teachers up for success.

## 3.5. Facilities for Device Processing and Inventory Management

The Client will provide locations and facilities to support the processing of devices, using Client's own computers.

### **3.6. Other Matters**

#### 3.6.1. Processing Recordings

LENA devices must be connected to the Hub software promptly after each LENA Day so that the recordings can be uploaded and processed, and reports can be generated prior to the next coaching session.

#### 3.6.2. Building Buy-In

LENA Grow is most successfully implemented when center directors and teachers fully understand the program and believe it to be worth their time and effort. It is important for the Client to clearly identify program benefits and discuss the opportunity to obtain formal certification or other incentives deemed meaningful to the teachers. LENA provides best practices and resources for building buy-in.

#### 3.6.3. LENA Grow Sessions Extending Past Contract Period of Performance

If the contract is not renewed and one or more LENA Grow classrooms will not complete their session by the end of the contract term, then LENA and the Client will coordinate wrapping up program operations, support, and other matters in a reasonable fashion.

### **3.7. After LENA Grow Completion**

#### 3.7.1. Material Return

The Client is responsible for returning materials according to the Guidelines section 2.6.1. Material Returns.

#### 3.7.2. Certification

Teachers are strongly encouraged to earn LENA Grow certification by meeting certain qualifications. The certification process is automatically managed through LENA Online. Teachers who complete certification will receive a PDF certificate with professional development hours listed. You can find requirements for teacher certification in your program materials and in LENA Online.

## **4. Confidentiality Best Practices**

The Client should adhere to the following best practices for data confidentiality throughout the course of delivering the program.

### **4.1. LENA Devices**

Devices should be stored in a locked drawer or file cabinet, within a locked room, or similar restricted access area.

Physical access to devices should be limited to only personnel who need access.

## 4.2. LENA Online™

The Client is responsible for local administration of access to LENA Online by its employees, contractors, and any authorized affiliates. This administration includes creation of user accounts with access to child data and regular auditing of the list of those authorized users. Limit the number of accounts to only people who need access and regularly audit this list. Do not share user accounts and passwords.

Notify LENA immediately if any data breach or unauthorized access to LENA Online is suspected.

- Do not access LENA Online from untrusted computers.
- When accessing LENA Online from a personal computer, ensure that virus protection is running.
- All devices that access LENA Online should have an automatic lockout feature that requires a password or passcode to unlock.
- For PCs and Macs: Enable the password protected screen saver and set the timeout for 15 minutes.
- For Mobile Devices: Enable both the automatic lock (15 minutes max) and a passcode to unlock.

## 4.3. Related Paperwork, such as Consent Forms

- Limit physical access to only personnel who need access.
- Electronic records containing personally identifiable information related to LENA should only be accessible after password authentication.
- Store paper forms with personally identifiable information in a locked drawer or file cabinet and within a locked room or similarly restricted-access area.

## 4.4. Client Personnel

- Perform background checks on personnel accessing the LENA software (authorized users). Personnel should be suitable and trained to protect personally identifiable information.
- The Client can opt to use agency-issued child IDs and not enter any child names.
- The Client is responsible for regularly auditing their list of authorized users and deactivating accounts for users that no longer have a reasonable need for access to LENA Online. **Notify LENA immediately if any data breach or unauthorized access to LENA Online is suspected.**

## 5. Branding Guidelines

### 5.1. LENA Logo and Program Branding

The Client acknowledges that the name and mark "LENA Grow™," the LENA logo, and all variations thereof, are the sole and exclusive trademarked property of LENA. Any Client use of such names and marks is subject to the prior approval of LENA.

LENA provides logo source files (e.g., jpeg) and color palette to the Client for their use in promoting and implementing the program.

### 5.2. Client Program Naming

LENA Grow is the model or program name. The Client does not have to use this name but can if they choose to. The Client may call the program whatever makes the most sense for the Client (e.g., an initiative tied to professional development or classroom quality).

### 5.3. Approval of Promotional Messaging

The Client may include information about the LENA Grow program in its periodic public reports and on its website (see section 1.6 for potential restrictions on publicly reporting program results). The Client may not otherwise share any information about the program or LENA publicly without prior approval from LENA.

Any materials created by the Client to promote or implement LENA Grow must be approved by LENA prior to use. This may include billboards, radio advertisements, flyers, promotional items, etc. The Client represents and warrants that such materials will be original and will not infringe upon any copyright or other right of any third party.

### 5.4. Approval of Use of Copyrighted Content

All print, video, and digital materials provided to the Client as part of the delivery of the LENA Grow program are the sole copyright of LENA and may not be shared or posted publicly outside the scope of delivering the program (e.g., public Facebook page, posting materials on website, etc.). Any materials the partner wishes to adapt or adjust in any way require attribution to LENA and prior review and approval from LENA.

### 5.5. Translation

All LENA materials are copyrighted. An organization must have a signed Translation Project Agreement with LENA in place before any translation of LENA materials begins. LENA will retain the copyright and source files of all translated materials. Your organization will be granted a limited, non-exclusive license to use the translated materials as long as you are delivering and paying for the associated LENA programming (i.e., you have an active LENA Program Agreement).

## 6. Privacy Policy

View LENA's Privacy Policy here: [www.lena.org/privacy/](http://www.lena.org/privacy/)

## 7. Non-Discrimination Policy

LENA Foundation (LENA) does not discriminate against any service partner or constituents in receipt of services because of social and economic class, race, color, religion, ethnic or national origin, sex, age, disability, sexual orientation, status as a veteran or military reservist, or any other characteristic protected by law.