

5 Tips for Getting Started

Best Practices for Employers

1 Introduce EdNavigator to managers first

Managers know their people and are their employees' best advocates. They know which employees might benefit most from EdNavigator and can help determine how to keep them informed about services. Make sure they understand the benefit before rolling it out to employees generally. .

2 Roll out EdNavigator at a mandatory meeting

Voluntary information sessions tend to yield low turnout. Instead, use an existing all-employee meeting or individual department meetings to announce EdNavigator and offer employees an opportunity to ask questions (reference our FAQs for support). If possible, offer snacks or a meal as an additional incentive!

3 Embed EdNavigator with other employee benefits

If you have an HR portal, website, open enrollments guide, or other platform for communicating benefits to employees, make sure you include EdNavigator. If there's an opportunity to present at a virtual benefits fair or open enrollment session, we'd be happy to participate.

4 Follow up with additional communications

Make sure employees hear about EdNavigator from multiple sources. In addition to any events, notify eligible employees by email, mail, flyers at the workplace, and/or postcards or handouts. We're happy to supply templates and host webinars for employees wherever possible.

5 Highlight The Busy Family's Guide to School

For employees who prefer a lower-touch way of engaging with EdNavigator, we recommend sharing *The Busy's Family Guide to School*. The Guide includes age-by-age resources on everything from communicating with teachers to managing screentime. Employees can also subscribe to receive monthly emails with content specific to their child's age range: www.ednavigator.org/guide