



Austin PBS Education Services Client Policies and Procedures

As a department of Austin PBS that works directly with client populaces, Austin PBS Educational Services has instituted the following policies that will guide Austin PBS Educational Services actions vis-a-vis its clients. These policies are not intended to supercede organization-wide Austin PBS organizational policies and procedures; rather, they address situations where Austin PBS Educational Services is providing direct services to clients and collecting data related to those services.

CLIENT ETHICS AND CONDUCT

Austin PBS Educational Service's mission is to optimize digital educational media and other resources for educators, caregivers, parents and children so that all children improve school readiness and academic performance, and so that all know that the benefits as well as limitations of digital educational media. Services provided to Austin PBS Educational Services clients and families must be consistent with the program's mission.

Austin PBS Educational Services staff and volunteers are prohibited from engaging in any action that suggests possible physical, verbal or sexual abuse, neglect, harassment, or exploitation of clients and/or their families.

The program will make every effort to reasonably accommodate clients with disabilities, as recognized by ADA and ADAAA.

NON-DISCRIMINATION OF CLIENTS

Austin PBS Educational Services recognizes, respects, promotes and celebrates the value of cultural diversity and will ensure that clients' ethnic or cultural customs, practices, and beliefs, sexual orientation, gender, gender identity, gender expression, disability, and/or community differences will be respected by program staff.

CONFIDENTIAL INFORMATION

Austin PBS Educational Services maintains a confidentiality policy with regard to client information. Due to the production and retention of confidential information, it is vital to Austin PBS Educational Services operations and for services the program provides its clients, to strictly adhere to their right to privacy.

Austin PBS Educational Services is subject to and adheres to the mandates and procedures of the Individuals with Disabilities Education Act of 1975 (IDEA), and the Family Education Rights and Privacy Act of 1974 (FERPA).

All Austin PBS Educational Services employees, interns, and volunteers are responsible for complying with all policies relating to client confidentiality and the release of client-related information.

Employees are expected to safeguard any confidential client information that may be viewable on their desk, laptop, desktop computer or any other computer utilized during electronic/remote access.

All outside requests and media inquiries for financial information or information about Austin PBS Educational Services programs or its clients should be directed to the VP of Education, the COO, the CFO, or the CEO of Austin PBS.

Violators of this policy will be subject to disciplinary action, up to and including termination of employment.

LIMITED ENGLISH PROFICIENCY (LEP) CLIENTS POLICY

Austin PBS Educational Services complies with the Civil Rights Act of 1964, Executive Order #13166 (signed in 2000) "Improving Access to Services for Persons with Limited English Proficiency".

Austin PBS Educational Services strives to ensure programs and activities are accessible to LEP clients and thusly, do not discriminate on the basis of national origin in violation of Title VII's prohibition against national origin discrimination.

Austin PBS Educational Services shall take reasonable steps to provide meaningful access, consistent with and without unduly burdening, the fundamental mission of the agency.

Among the factors to be considered in determining what constitutes reasonable steps to ensure meaningful access are:

- The number or proportion of LEP persons in the eligible service population,
- The frequency with which LEP individuals come into contact with the program,
- The importance of the service provided by the program, and
- The resources available to the recipient

National Cultural and Linguistically Appropriate Services (CLAS) Standards

Austin PBS Educational Services is committed to creating and maintaining an environment that supports “Cultural Competence” by promoting respect and understanding of diverse cultures, social groups, and individuals. To achieve this commitment, we are adopting elements of the **National Cultural and Linguistically Appropriate Services (CLAS) standards** to ensure we develop and maintain a high-performing team that improves outcomes for clients, delivers culturally responsive services, and reflects the diversity of the communities we serve. Cultural competence will be integrated into the program organizational culture and ongoing business.

CLAS Standards (lower-case letters denote actions Austin PBS is taking to meet CLAS Standards)

Principal Standard

1. Provide effective, equitable, understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs.
 - a) Austin PBS Educational Services demonstrates this standard by carefully designing and selecting outreach activities and educational resources that are relevant to diverse audiences, and by modifying activities and resources to meet specific health and communication needs of individuals or groups of participants.

Governance, Leadership and Workforce

2. Advance and sustain organizational governance and leadership that promotes CLAS and health equity through policy, practices, and allocated resources.
 - a) Austin PBS Educational Services demonstrates this standard by placing emphasis on hiring and retaining Spanish bilingual staff, and by encouraging multilingualism in the workplace
 - b) Austin PBS Educational Services leadership frequently attends and participates in community partnerships and events that address improving services and resources to diverse communities.
3. Recruit, promote, and support a culturally and linguistically diverse governance, leadership, and workforce that are responsive to the population in the service area.
 - a) Austin PBS Educational Services demonstrates this standard by seeking leadership opportunities for its culturally diverse team members
4. Educate and train governance, leadership, and workforce in culturally and linguistically appropriate policies and practices on an ongoing basis.
 - a) Austin PBS staff receive yearly training on diversity, equity, and non-discrimination in the workplace

Communication and Language Assistance

5. Offer language assistance to individuals who have limited English proficiency and/or other communication needs, at no cost to them, to facilitate timely access to all health care and services.
 - a) Austin PBS Educational Services remains committed to providing all workshop and outreach activities in Spanish and English as default practices, and by seeking additional language supports (e.g., Arabic) to support full participation of all qualifying families
6. Inform all individuals of the availability of language assistance services clearly and in their preferred language, verbally and in writing.
 - a) Austin PBS Educational Services printed materials are provided in both English and Spanish.
7. Provide easy-to-understand print and multimedia materials and signage in the languages commonly used by the populations in the service area
 - a) Austin PBS Educational Services materials intended for parents and early childhood care providers are provided in English and Spanish, and vetted for comprehensibility at an elementary level.

Engagement, Continuous Improvement, and Accountability

9. Establish culturally and linguistically appropriate goals, policies, and management accountability, and infuse them throughout the organization's planning and operations.
 - a) Austin PBS Educational Services regularly plans outreach activities and recruitment methods that will reach diverse audiences in our viewing area, with a particular focus on our region's most vulnerable youth and families. Official PBS KIDS outreach activities must be provided to youth and families without a financial barrier to attendance.
10. Conduct ongoing assessments of the organization's CLAS-related activities and integrate CLAS-related measures into measurement and continuous quality improvement activities.
 - a) Austin PBS Educational Services conducts a yearly review of CLAS standards to evaluate current workshop and outreach practices and to discuss modification as needed. Workshop and outreach materials are regularly reviewed and modified if necessary to maintain appropriateness and relevance for diverse audiences.
11. Collect and maintain accurate and reliable demographic data to monitor and evaluate the impact of CLAS on health equity and outcomes and to inform service delivery.
 - a) Austin PBS Educational Services seeks to capture demographic data on clients' services. Data points include child's age, child and parent ethnicity, preferred language, gender, etc. These data are analyzed on a yearly basis for contract performance reports.
12. Conduct regular assessments of community health assets and needs and use the results to plan and implement services that respond to the cultural and linguistic diversity of populations in the service area.
 - a) As a member of the United Way for Greater Austin Success by Six Coalition, Austin PBS Educational Services regularly receives updates on community health assets and needs, and presents relevant information to clients we serve. In addition, Austin PBS Educational Services folds the tenets of our health-focused Smart Screen Time®/La Pantalla Inteligente® initiative into outreach activities and as multilingual stand-alone workshops.
13. Partner with the community to design, implement, and evaluate policies, practices, and services to ensure cultural and linguistic appropriateness.
 - a) Austin PBS Educational Services is an active participant in the United Way for Greater Austin Success By Six Coalition, and is chairing the coalition's Communications Committee. In this work, Austin PBS Educational Services is hoping to foster family-facing communications from all Coalition members that are culturally and linguistically appropriate.
14. Create conflict and grievance resolution processes that are culturally and linguistically appropriate to identify, prevent, and resolve conflicts or complaints.
 - a) In the events of conflicts or grievances with clients being served, Austin PBS Educational Services engages relevant community resources as needed in order to ensure that dialogue with clients can proceed in culturally and linguistic appropriate manners, with an aim toward mutually satisfactory resolution of conflicts or complaints.
15. Communicate the organization's progress in implementing and sustaining CLAS to all stakeholders, constituents, and the general public
 - a) Austin PBS Educational Services posts on our webpage the CLAS standards and our commitment to upholding them in our outreach activities.