



Nevada Early Childhood Advisory Council

NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS AND ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** **TUESDAY, JUNE 21, 2022** **9:00 AM**

“Nevada’s children will be safe, healthy, and thriving during the first eight years of life, and the system will support children and families in achieving their full potential.”

Meeting Location:

This meeting was held via Teams videoconference.

MINUTES

1. Welcome, Call to Order, and Roll Call

- Dr. Linda Young called the meeting to order at 9:11 am.
- Dr. Linda Young started the meeting with a quote from Frederick Douglas: “It is easier to build strong children than it is to repair broken men.”
- Members in attendance included:
 - Dr. Linda Young, Co-Chair
 - Denise Tanata
 - Alberto Quintero
 - Janna Rightmire
 - Sondra Cosgrove
 - Kendra Moore
 - Carrie Paldi
 - Maura Snyder
 - Tina Springmeyer
- Public in attendance included:
 - Dr. Janice Polley-Augente, CCSD, Principal at Desert Rose

2. Public Comment #1

- No public comment provided.

3. Approval of Flexible Agenda

- Carrie Paldi motioned to approve a flexible agenda.
- Kendra Moore seconded the motion.
- All members voted in approval of the motion – motion passes.

4. Minutes from March 17, 2022

- No additions or corrections to the minutes were presented.
- Alberto Quintero motioned to approve the March 17, 2022 minutes as drafted.



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- Denise Tanata seconded the motion.
- All members voted in approval of the motion – motion passes.

5. Overview of Communications and Engagement Subcommittee Goals and Objectives

- Dr. Linda Young provided an overview of the goals and objectives for this subcommittee, which include:
 - GOAL 3: Increase Capacity to Equitably Connect Families with the Early Childhood System Continuum of Care and Community at Large
 - Objective 3.1 – Implement a strategic two-way communications plan to engage and connect providers, families and stakeholders.
 - Objective 3.2 – Expand engagement, training, and leadership opportunities for underrepresented and underserved populations.
 - Objective 3.3 – Expand engagement, alignment, and coordination of services among all early childhood system providers.
 - Objective 3.4 - Select and implement a centralized intake and referral system to streamline access and utilization of services.
- Dr. Linda Young emphasized the need to ensure ALL families are aware of and have access to resources.

6. Discussion of Current Activities, Initiatives or Similar Work Around Communications and Engagement

- Denise Tanata reminded the subcommittee that the ECAC Strategic Plan is aligned with the HRSA Early Childhood Comprehensive Systems (ECCS) grant, which will provide additional resources and support to the work of the subcommittees.
- Denise Tanata provided a brief overview of some of the work that is currently taking place in this area, including:
 - Early Childhood Marketing and Outreach Campaign – This campaign is being funded through ARPA funds through the Division of Welfare and Supportive Services, Child Care Development Program. The Children’s Cabinet will be administering the contract and the selected vendor is Purdue, Marion and Associates. The purpose is to ensure that families and community members are aware of programs and services available, particularly those programs that have recently been expanded, as well as new programs and services. The campaign will direct individuals to the NevadaChildCare.org website, which is also currently being revised. We are hoping this subcommittee may help advise the campaign as it moves forward.
 - Dr. Linda Young commented on the need to engage with special populations, including tribal populations in Nevada. Denise Tanata responded that the vendor will be working with a large team of subcontractors throughout the state that specialize in specific regions and with specific populations.
 - Maura Snyder asked if there would be an opportunity through the campaign to educate the public about what the early education system is and how it impacts children’s lives. Denise Tanata responded that one of the primary messages is to educate decision-makers about the importance of early childhood, in addition to connecting families and providers to services.
 - Janna Rightmire commented that Purdue Marion and Associates has a great team and a lot of people on that committee. She suggested that we ask a member of their team to be a part of this subcommittee to serve as a liaison. Denise Tanata responded that they will likely establish an advisory body to oversee the work and will ensure there is a connection.
 - Dr. Linda Young emphasized the need to get out into the community, attending events and being in the communities. Denise Tanata responded that it will be part of our role, as well as that of our partners, to conduct some of that outreach. The vendor and their team will help us to identify events, setting up events and providing us with the materials needed to conduct the outreach.
 - Kendra Moore asked what supports will the focus of the primary message. Denise Tanata responded that the exact messaging will still need to be developed and this group will be a part of that. The first



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several months of the contract will be developing the marketing and outreach plan. On a high level, the messages will focus on the importance of high quality programs and how to connect families and providers.

- Tina Springmeyer asked if we would be going to the other key stakeholders to support the messaging and to get the information out. Denise Tanata responded that developing the list of key stakeholders, including those outside of the early learning field, is part of the plan development.
- Coordinated Intake and Referral System (CIRS) – The Early Childhood Community Health Worker (EC CHW) Program is currently piloting the UniteUs platform as a CIRS model. This is limited in scope at this time, but we will be collecting data and information on the platform to assess capacity for expansion. We have also received a list of other potential CIRS platforms through our HRSA technical assistance provider that could be reviewed.
- Nevada ECAC Newsletter – Denise Tanata mentioned that this has not yet been developed, but would like to work with this subcommittee to develop a newsletter or some other communication tool to support dissemination of information. This would allow us to reduce the amount of time spent during full ECAC meetings providing updates and allow us to focus more on the Strategic Plan and our advisory responsibilities.
 - Dr. Linda Young asked if there was any type of social media setup for the NECAC. Denise Tanata responded that we have a Facebook account, but no other social media accounts.
 - Carrie Paldi mentioned that Family Engagement has a newsletter that is very effective. Alberto Quintero described their monthly newsletter (through MailChimp). Alberto Quintero administers the newsletter. He gathers information from various sources and then summarizes that information into one newsletter for those on his list. Alberto Quintero provided the link to his newsletter for our reference: https://doe.nv.gov/home/Family_Community/
- Denise Tanata asked Dr. Young if we could utilize the flexible agenda to move to the meeting schedule (Item #9) to ensure quorum for that item. Dr. Young moved to agenda item #9.

7. Review and Discuss Communications and Engagement Subcommittee Workplan

- This item was tabled and will be discussed at the next meeting.

8. Discuss Meeting Agenda Items for next Meeting

(Discussion, For Possible Action)

Linda Young and Maggie Salas Crespo, Subcommittee Co-Chairs

9. Discuss Meeting Schedule

- Dr. Linda Young outlined the upcoming meeting schedule, all are Tuesday at 9am, for one hour each:
 - June 21st
 - July 19th
 - August 23rd
 - September 27th
 - October 18th
- Denise Tanata will send calendar invites to everyone.
- Janna Rightmire asked if there were a minimum number of meetings to attend to maintain status on the subcommittee. Dr. Linda Young responded that members who miss 3 or more meetings may be removed.

10. Discuss Local, State and National Early Learning Programs, Workshops and Conferences

- National Head Start Parent Engagement Conference – December 12th and 15th
- Early Learning Institute – February 25th through March 10th, 2023 – looking for presenters



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11. Discuss Early Learning Updates, Announcements and Events

- Item tabled until next meeting

12. Public comment #2

- No public comment was provided

13. Adjournment

- Dr. Linda Young adjourned the meeting at 10:00am