



Nevada Early Childhood Advisory Council

NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS & ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** **TUESDAY, SEPTEMBER 20, 2022** **10:30AM**

“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 Team videoconference.

SUMMARY MINUTES

1. Welcome, Call to Order, and Roll Call

- Denise Tanata, acting as temporary chair, called the meeting to order at 10:33am
- Denise Tanata re-assigned co-chair to Dr. Linda Young, who was just recently re-appointed to the ECAC. Denise Tanata will be stepping down as co-chair for this subcommittee, but will remain a member.
- Members present (nine members needed to achieve quorum):
 - Dr. Linda Young
 - Jennifer Butler
 - Alberto Quintero
 - Patrice Gardner
 - Denise Tanata
 - Brianna Cambra
 - Danielle Holmes
 - Ashley Dines
 - Maura Snyder
 - Kendra Moore
 - Rachel Stepina
- Guests present:
 - Amanda Harding – Training Coordinator, The Children’s Cabinet

2. Public Comment #1

- No public comment provided

3. Approval of Flexible Agenda

- Denise Tanata motioned for the approval of a flexible agenda.
- Jennifer Butler seconded the motion.
- All members voted in favor of the motion; motion passed unanimously.

4. Minutes from August 23, 2022



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- Denise Tanata mentioned that Rachel Stepina should be moved under “Members” as she is currently listed as a guest, under item number one.
- Denise Tanata motioned to approve the minutes with the correction to move Rachel Stepina under “members”.
- Brianna Cambra seconded the motion, with the correction.
- All members voted in favor of the motion; motion passed unanimously.

5. Review and Discuss Communications and Engagement Subcommittee Workplan

- Denise Tanata provided an overview of the Communications & Engagement workplan document, including a discussion of alignment of activities with the HRSA ECCS Initiative and some of the projects currently supported through ARPA funds from DWSS.
- Objective 3.1 Activities:
 - Contract with Marketing/PR firm to develop a multi-year early childhood marketing and outreach campaign.
 - This activity is complete. Purdue, Marion & Associates presented at the last meeting.
 - Identify key messages to include in the early childhood marketing and outreach campaign.
 - This subcommittee will provide input and work with Purdue, Marion & Associates on crafting key messages. They are currently conducting focus groups with providers and families and will present results once that process is complete.
 - Identify families and providers to participate in development of the Communications Plan.
 - The group discussed the importance of including different types of providers that fall within the early childhood system (child care, FFN, maternal and child health, transition age).
 - The group also began discussing different groups that should be included: Head Start/Early Head Start Parent Councils; Nevada PEP; school based PTA, PTO & SOTs; NV Early Childhood Family Leadership Council; NV Home Visiting Parent Advisory Group; Faith Based Organizations, including Southern NV Minister’s Alliance, among others.
 - Workgroups were established to develop lists of family/provider groups, as well as websites and social media platforms. Initial lists will be due by the October 18th meeting. Rachel Stepina will share a template the group can use to compile the lists, which should include Name of Group/Organization; Primary Contact Name, Email and Role; Website; Social Media; Age Group Served/Focus; Region/Area of Service. [Template Link](#) (Teams)
 - Parent/Family Groups – Ashley Dines (lead), Alberto Quintero, Rachel Stepina
 - Early Learning Provider List – Jennifer Butler (lead), Patrice Gardner
 - Maternal and Child Health Provider List – Denise Tanata
 - Review relevant websites, social media platforms and related mechanisms for sharing/receiving information from families and providers.
 - Included in activities noted above.
 - Compile list of related communications tools among early childhood partners, programs and services.
 - Brianna Cambra and Kendra Moore will take the lead on creating a list of relevant newsletters, listservs and other communications tools.
 - Compile list of national organizations that have a focus or priority on early childhood to compile resources, models and/or ideas to inform local efforts.
 - The subcommittee added this key activity to the workplan. Groups should include: National Alliance of Black School Administrators, NAEYC, Zero to Three and others.
 - Dr. Linda Young will take the lead on compiling an initial list before the next meeting.
 - Identify strategies to incorporate feedback loops from families and providers.
- Objective 3.2 Activities:
 - Define “underrepresented and underserved” populations in Nevada



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- Rachel Stepina will take the lead on defining this, in alignment with the PDG B5 efforts.
- Dr. Linda Young suggested that we table this discussion until the next meeting to allow more time for this discussion.

6. Update on the Statewide Early Childhood Marketing and Outreach Campaign

- Denise Tanata provided an update. Purdue Marion and Associates, the Campaign vendor, are beginning recruitment of providers and parents for the marketing research focus groups. They have developed materials that are targeted for identified audiences.

7. Discuss Meeting Agenda Items for next Meeting

- Items discussed for the next meeting agenda include:
 - Workplan updates – Section 3.1
 - Discuss Vulnerable Populations – Section 3.2 – Rachel Stepina
 - Denise will invite Purdue/Marion to the next meeting
 - PDG B-5 Grant Update – Communications Plan – Rachel Stepina
 - Denise to change all future meetings to 1.5 hours
 - Discuss potential scholarship/funds for members to attend conferences/conventions

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

- The group provided a list of upcoming events:
 - Early Learning Institute – February 25th to March 10th, 2023
 - NAEYC – November 16th -19th, 2022
 - NevAEYC – LV at Tuscany, May 18-20th, 2023
 - National Family Engagement Summit – October 10-14th, 2022
 - Nevada Family Engagement Summit – October 22nd, 2022
 - NV Afterschool Network 2023 Afterschool Showcase – March 9th and 10th, 2023

9. Discuss Early Learning Updates, Announcements and Events

- These items were covered under item number 8. No additional comments.

10. Public comment #2

- No public comment was provided.

11. Adjournment

- Dr. Linda Young adjourned the meeting at 12:02pm.