



Nevada Early Childhood
Advisory Council

Communication and Engagement Subcommittee Workplan

January 2022 to December 2022

Updated: October 2022

Goal 3: Increase Capacity to Equitably Connect Families with the Early Childhood System Continuum of Care and Community at Large

Outcome: Increased utilization of services and supports among families and providers due to awareness and access.

Metric: Number of children/families enrolled in identified early childhood programs/services.

Metric: Number of providers utilizing identified early childhood supports and resources.

Outcome: Increase awareness of early childhood programs and services among families and decision-makers.

Metric: Number of visits to identified websites

Metric: Polls/surveys re: support/interest in early childhood programs/services (?)

Objective 3.1: Implement a strategic two-way communications plan to engage and connect providers, families and stakeholders.

Outcome: Information on early childhood programs and services are easy to find and access.

Metric:

Outcome: Families and providers have a mechanism to share concerns, barriers and/or needs regarding early childhood programs and services.

Metric:

Key Activities	Subcommittee Lead(s)	Timeline	Measure/Metric
Contract with Marketing/PR firm to develop a multi-year EC Marketing and Outreach Campaign <i>STATUS: Complete – Purdue, Marion & Associates</i>	The Children’s Cabinet/ DWSS	Q3 2022	Executed Contract
Identify key messages to include in the EC Marketing and Outreach Campaign <i>STATUS: Pending market research</i>	Marketing & Outreach Vendor	Q1 2023	

<p>Identify families and providers to participate in development of the Communications Plan</p> <ul style="list-style-type: none"> - Include all types of providers in Early Learning, Health/Wellness and K-3rd - Establish criteria to include families/parents in plan development (based on definition developed in 3.2) <p>STATUS: Initial list started – will complete by December 2022</p>	<p>Ashley/Alberto/Rachel – Family/Parent Group List Jennifer/Patrice - EL Provider List Denise – MCH List</p> <ul style="list-style-type: none"> - Name/Org; Primary Contact; Title; Email/Phone; Age group focus; region/geo focus 	<p>Q4 2022</p>	<p>Final list, inclusive of all EC sectors</p>
<p>Review relevant websites, social media platforms and related mechanisms for sharing/receiving information from families and providers</p> <p>STATUS: Initial list started – will complete by December 2022</p>	<p>See above</p>	<p>Q4 2022</p>	
<p>Compile list of related communications tools among early childhood partners, programs and services</p> <p>STATUS: Initial list started – will complete by December 2022</p>	<p>Bri/Kendra</p>	<p>Q4 2022</p>	
<p>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</p> <p>STATUS: Initial list started – will complete by December 2022</p>	<p>Dr. Linda Young</p>	<p>Q4 2022</p>	
<p>Identify strategies to incorporate feedback loops from families and providers</p> <p>STATUS: Not started</p>			
<p>Intersections with Other Subcommittees/Initiatives:</p>			
<p>Barriers and/or Assistance Needed:</p>			

Objective 3.2: Expand engagement, training and leadership opportunities for underrepresented and underserved populations.

Key Activities	Subcommittee Lead(s)	Timeline	Measure/Metric
Define “underrepresented and underserved” populations in Nevada <i>STATUS: Initial draft definition developed, pending review/approval of ECAC</i>	Rachel Stepina (align w/PDG B-5)	Q4 2022	Definition created
Develop maps and/or lists of underrepresented and underserved populations <i>STATUS: Not started – connecting with DWSS to see if existing maps/ list developed</i>	Pending	Q2 2023	Maps/List created
Identify community partners/leaders currently working in or with identified underrepresented and underserved populations <i>STATUS: Not started</i>	Pending	Q2 2023	List created
Identify opportunities, events or strategies for conducting outreach in identified “underrepresented and underserved” populations <i>STATUS: In process - ongoing</i>	All	Ongoing	List created

Intersections with Other Subcommittees/Initiatives:

Barriers and/or Assistance Needed:

Objective 3.3: Expand engagement, alignment and coordination of services among all early childhood system providers.

****Overlaps with Systems Alignment Subcommittee – No key activities until Year 2****

Key Activities	Subcommittee Lead(s)	Timeline	Measure/Metric

Intersections with Other Subcommittees/Initiatives:

- Systems Alignment Subcommittee

Barriers and/or Assistance Needed:

Objective 3.4: Select and implement a centralized intake and referral system (CIRS) to streamline access and utilization of services.

Key Activities	Subcommittee Lead(s)	Timeline	Measure/Metric
Conduct research on existing and potential CIRS in NV and nationally <i>STATUS: Initial research gathered, pending additional research and coordination with partners</i>	Denise Tanata		
Develop list of features needed in a comprehensive CIRS for the identified early childhood populations <i>STATUS: Not started</i>			
Intersections with Other Subcommittees/Initiatives:			
Barriers and/or Assistance Needed:			