



## Nevada Early Childhood Advisory Council

### NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS & ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** **TUESDAY, AUGUST 23, 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

### SUMMARY MINUTES

#### **1. Welcome, Call to Order, and Roll Call**

- Denise Tanata, acting as temporary chair, called the meeting to order at 9:06am.
- Denise Tanata explained that Dr. Young’s reappointment to the ECAC has not yet been confirmed and co-chair Jennifer Butler had a family emergency and was not able to join. As such, Denise Tanata will serve as acting chair of the Communications and Engagement Subcommittee for this meeting.
- Members present:
  - Dr. Linda Young
  - Carrie Paldi
  - Alberto Quintero
  - Patrice Gardner
  - Denise Tanata
  - Ashley Dines
  - Maura Snyder
  - Janna Rightmire
  - Tina Springmeyer
- Guests present:
  - Anne-Elizabeth Northan, Join Together Northern NV
  - Hannah West, The Children’s Cabinet
  - Rachel Stepina, NDE Office of Early Learning & Development
  - Lynn Purdue, Purdue Marion and Associates
  - Bill Marion, Purdue Marion and Associates
  - Tom Puckett, Thomas Puckett Brand Communications
- Dr. Young verified that Kendra Moore should also be on the membership list, but she had a family emergency and could not attend today. Denise Tanata confirmed Kendra is on list.

#### **2. Public Comment #1**

- No public comment

#### **3. Approval of Flexible Agenda**

- Patrice Gardner motioned for the approval of a flexible agenda.



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- Carrie Paldi seconded the motion.
- All members voted in favor of the motion; motion passed unanimously.

#### 4. Minutes from June 21, 2022

- Dr. Linda Young motioned for the approval of the minutes from June 21, 2022 as presented.
- Patrice Gardner seconded the motion.
- All members voted in favor of the motion; motion passed unanimously.

#### 5. Presentation on the Statewide Early Childhood Marketing and Outreach Campaign

- Denise Tanata introduced Lynn Purdue, Bill Marion and Tom Puckett who are working on the Early Childhood Marketing and Outreach Campaign through a contract with The Children's Cabinet, funded through the Division of Welfare and Supportive Services, Child Care Development Program.
- Lynn Purdue provided an overview of the campaign team and their experience working to reach underrepresented populations. They are currently working with the project team to define the challenge and finding the most impactful solutions to reach these populations with the messaging.
- Tom Puckett shared that they are focused on developing the campaign plan, conducting market research and branding. They will be conducting focus groups and surveys with the identified consumers, who for this project include parents and providers. The research component will also serve as a marketing channel to begin to reach the target populations and get their input on the project approach and design. The team will be relying on community partners, including members of this subcommittee and the broader ECAC, to support outreach to those populations to participate in the focus groups and surveys.
- Dr. Young asked about their approach to get some of the groups who traditionally do not connect to these types of efforts to get them engaged.
- Lynn Purdue and Bill Marion responded that their team has a lot of experience in this area. The strategy is to build a coalition of trusted partners from the target communities that can serve as representatives to deliver the messages. Branding, strategies and messages will be based on what they learn from the research phase to ensure that target populations receive the messages in way that resonates with them.
- Lynn Purdue added that they are in the very beginning of the project and they will keep this subcommittee updated on developments.
- Rachel Stepina asked if the team has reviewed any recent needs assessments or other reports in the early childhood sector to gain insight into the campaign, particularly the PDG B5 needs assessment, which included focus groups with the identified target populations.
- Tom Puckett responded that they have reviewed a lot of research and information, but was not sure if they had seen the PDG B5 report.
- Denise Tanata stated that she would make sure they receive the report and will get them connected with Rachel Stepina.
- Bill Marion also suggested that they go back to some of the same people who participated in those focus groups to conduct follow up and make sure they know that their feedback is being used.
- Denise Tanata also indicated that the needs assessment, along with other reports, are available on the Nevada ECAC website at <http://nvecac.com/ecac-reports-documents/>.
- Denise Tanata asked if there were any additional questions for Lynn, Bill or Tom. She also indicated that we will include the Marketing and Outreach Campaign as a standing agenda item for this subcommittee.
- Carrie Paldi thanked the presenters and also asked if we should consider extending the time of these meetings so we have an adequate amount of time to discuss the campaign, in addition to the other items on our standing agenda.
- Denise Tanata indicated that we can discuss meeting length in agenda item 7.



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- Denise Tanata asked when the campaign will begin to be seen in the community.
- Tom Puckett indicated that they anticipate the public campaign will start in early 2023.

### **6. Review and Discuss Communications and Engagement Subcommittee Workplan**

- Denise Tanata indicated that we would not be able to dive into the document into great detail due to the limited amount of time available.
- Denise Tanata shared a draft workplan that she started putting together based on current work being completed in this area. She will share this document with the group and will ask everyone to review prior to the next meeting so we can discuss in more detail at that time.

### **7. Discuss Meeting Agenda Items for next Meeting**

- Update on Marketing and Outreach Campaign
- Move Workplan up on agenda for next meeting.
- Denise asked if we need more time for our next meeting.
- Carrie Paldi recommended extending the meeting to two hours since we have not been able to complete the agenda at this meeting or in our past meetings.
- Denise Tanata confirmed the next meeting is September 27th, which is a conflict for several members of this subcommittee due to a conference. The group decided to reschedule the meeting to Tuesday, September 20<sup>th</sup> from 10:30am to 12:00pm. We will schedule for two hours, but hope to be done within one and a half hours.
- Carrie Paldi suggested having guests come around 11:30 so we can focus on subcommittee work first.
- Rachel Stepina noted the workplans do not necessarily reflect the age period from age 5 to 8.
- Denise Tanata acknowledged this is an area we need to work on, as well as including maternal and child health more intentionally.

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

- Denise Tanata asked everyone to send any updates on this section to her or Dr. Young since we did not have time to discuss during this meeting.

### **9. Discuss Early Learning Updates, Announcements and Events**

- This item was tabled.

### **10. Public comment #2**

- No public comment was provided.

### **11. Adjournment**

- Denise Tanata adjourned the meeting at 10:09am.