



Nevada Early Childhood
Advisory Council

Communication and Engagement Subcommittee Workplan January 2022 to December 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	The Children's Cabinet/ DWSS	June 30, 2022	Executed Contract
Identify key messages to include in the EC Marketing and Outreach Campaign	Marketing & Outreach Vendor		
Identify families and providers to participate in development of the Communications Plan - Include all types of providers in Early Learning, Health/Wellness and K-3rd	Ashley/Alberto/Rachel – Family/Parent Group List Jennifer/Patrice - EL Provider List Denise – MCH List	Initial List by October meeting; Final List by end of CY22	Final list, inclusive of all EC sectors

- Establish criteria to include families/parents in plan development (based on definition developed in 3.2)	- Name/Org; Primary Contact; Title; Email/Phone; Age group focus; region/geo focus		
Review relevant websites, social media platforms and related mechanisms for sharing/receiving information from families and providers	See above	Initial List by October meeting; Final List by end of CY22	
Compile list of related communications tools among early childhood partners, programs and services	Bri/Kendra	Initial List by October meeting; Final List by end of CY22	
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 - National Alliance of Black School Administrators	Dr. Linda Young	Initial List by October meeting; Final List by end of CY22	
Identify strategies to incorporate feedback loops from families and providers			
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	Rachel Stepina (align w/PDG B-5)	End of October 2022	
Develop maps and/or lists of underrepresented and underserved populations			
Identify community partners/leaders currently working in or with identified underrepresented and underserved populations			
Identify opportunities, events or strategies for conducting outreach in identified “underrepresented and underserved” populations			

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
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			
Develop list of features needed in a comprehensive CIRS for the identified early childhood populations			