



Nevada Early Childhood Advisory Council

NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS & ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** **TUESDAY, DECEMBER 13, 2022** **11:00AM TO 12:30PM**

“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

Dr. Linda Young called the meeting to order at 11:05am.

Members Present:

- Dr. Linda Young
- Alberto Quintero
- Tina Springmeyer
- Denise Tanata
- Mia Pace
- Danielle Holmes
- Ashley Dines
- Ivan Alis Williams
- Maura Snyder
- Kendra Moore
- Rachel Stepina

Guests in Attendance:

- Tom Puckett
- Lynn Purdue
- Bill Marion
- Lela Arney
- Annette Dawson Owens
- Amanda Harding

2. Public Comment #1



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- No public comment provided.

3. Approval of Flexible Agenda

- Kendra Moore motioned for approval of a flexible agenda.
- Maura Snyder seconded the motion.
- All members voted in favor, motion passed unanimously.

4. Minutes from October 18, 2022

- Dr. Linda Young noted a correction to the minutes under Agenda Item Number 10. The dates for the Early Learning Institute should be February 25th through March 10th.
- Denise Tanata motioned to approve the minutes of October 18, 2022 with the correction to Item Number 10.
- Maura Snyder seconded the motion.
- All members voted in favor, motion passed unanimously.

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

- Tom Puckett, Lynn Purdue and Bill Marion provided an update on the Campaign.
- Lynn Purdue provided an overview of the work to date, including the market research and development of the design and messaging phase.
- Tom Puckett presented the capture sequence, graphic images and overall campaign design.
- The campaign will include additional outreach – op-eds, outreach events and more to provide more detailed information.
- Rachel Stepina commented that she would like to see “childcare” as “child care”
- Alberto Quintero – appreciated simplicity and that it will be in Spanish – will it be available in any other languages? Lynn responded they could potentially do in Tagalog (has a resource), but does not have a resource for any other language, but open if anyone has thoughts/resources on other languages.
- Ivan Williams recommended adding a QR code.
- Rachel Stepina asked additional questions regarding focus groups.
 - Tom and Lynn responded that focus groups were offered in English and Spanish, in urban and rural populations; report is currently being developed that will include all of the research (each focus group was about 10 people – 20 focus groups with parents and providers); still collecting data through online surveys
- Rachel Stepina asked what we can do to support the campaign.
 - They are currently building out the outreach portion of the campaign. Please send events to Denise Tanata or Lela Arney for inclusion on the list.

6. Discuss “Underrepresented and Underserved” Populations in Nevada

- The subcommittee reviewed the draft changes to the definition of “Vulnerable or Underserved Children and Families” discussed at the last meeting.
- Denise Tanata also referenced that we would need to be able track or measure these populations, so would want to keep that in mind as we determine recommended changes.
- The subcommittee made the following recommended changes to the definition:
 - Remove “Speak a language other than English”
 - Add “Are dual or multi-language learners”
 - Add “Are immigrants or refugees”
 - Add “Have a child with special needs”
 - Add “Have a child with behavioral and/or mental health needs”
- The subcommittee discussed next steps for these recommendations.



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- Denise Tanata stated that they could be put forward as a recommendation to the full ECAC for review and adoption.
- The subcommittee voted to submit the revised definition to the full ECAC for consideration.
 - Rachel Stepina motioned to submit the definition with the following changes:
 - Rearrange the bullet points with deletions and additions discussed above
 - Add a reference for the 200% Federal Poverty Level
 - Include a statement explaining the definition and how it will be utilized
 - Patrice Gardner seconded the motion.
 - All members voted in favor, motion passed unanimously.
- Denise Tanata will add to list of agenda items for an upcoming ECAC meeting.

7. Review and Discuss Communications and Engagement Subcommittee Workplan

- Dr. Young provided an overview of the subcommittee assignments to update the communications partner and resource list:
 - Parent/Family Groups – Ashley Dines, Alberto Quintero and Rachel Stepina
 - Rachel Stepina reported that she and Alberto met and have an initial list, but were not able to update on the online version of the list. They are still editing, but can send the initial list.
 - Alberto Quintero reported that they have lost access to the Cabinet Teams folder, so need to identify how to reconnect.
 - Denise Tanata responded that she will connect with the IT department to get access restored.
 - Ashley Dines provided a brief update on the contacts and resources she has included on the list.
 - Rachel Stepina noted that establishing a well-rounded list of parent/family engagement groups is also part of the PDG B-5 grant activities.
 - Early Learning Provider List – Jennifer Butler and Patrice Gardner
 - Patrice Gardner reported that she and Jennifer have updated the list, but still need to finalize and will send the updated list shortly.
 - Maternal and Child Health List – Denise Tanata
 - Denise Tanata provided a brief update on this list and indicated that she is still finalizing the information.
 - Communications Tools/Resources – Brianna Cambra and Kendra Moore
 - Kendra Moore reported that Brianna Cambra provided a comprehensive list.
 - National Organizations – Dr. Linda Young
 - Dr. Young indicated that she has begun adding organizations to the list, but still has a few more to add.
- The group agreed to share the document via Google Drive for updates, but members may also use the excel sheet to submit updates via email.

8. Discuss Meeting Agenda Items for next Meeting and Confirm 2023 Meeting Schedule

- Updates on Master List as part of the workplan
- Meeting schedule will be 2nd Tuesday of every month at 9am, starting February 2023 via Zoom – Denise will send the calendar invites

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

- Dr. Young provided a reminder about the Early Learning Institute

10. Public comment #2

- No public comment was provided.

11. Adjournment at 12:38pm