



## Nevada Early Childhood Advisory Council

### NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS & ENGAGEMENT SUBCOMMITTEE PUBLIC MEETING TUESDAY, OCTOBER 18, 2022 9:00AM

*“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**

- Jennifer Butler called the meeting to order at 9:02am.
- Quorum was achieved with the following members in attendance:
  - Dr. Linda Young
  - Jennifer Butler
  - Denise Tanata
  - Carrie Paldi
  - Danielle Holmes
  - Brianna Cambra
  - Ashley Dines
  - Maura Snyder
  - Rachel Stepina
  - Alberto Quintero
  - Kendra Moore
- The following guests were also in attendance for the meeting:
  - Amanda Harding

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

- No public comment was provided.

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

- Brianna Cambra motioned for approval of a flexible agenda.
- Denise Tanata seconded the motion.
- All members voted in favor of the motion, motion passed unanimously.

#### **4. Minutes from September 20, 2022**

- Dr. Linda Young motioned for approval of the 9/20/22 minutes as drafted.
- Brianna Cambra seconded the motion.



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- All members voted in favor of the motion, motion passed unanimously.

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

- Denise Tanata provided a brief update on the campaign on behalf of Purdue, Marion and Associates.
- Market research is currently being completed and is almost done. Initial results and art design should be available to share before the end of November. The campaign is on track to launch in early 2023.
- A representative from Purdue, Marion and Associates will be available to provide a more in depth report at the November meeting.

### 6. Discuss “Underrepresented and Underserved” Populations in Nevada

- Rachel Stepina led the group in a discussion of the definition of “Underrepresented and Underserved” populations in Nevada, using the definition established in the 2018-2021 Nevada ECAC Strategic Plan as a framework:
  - Vulnerable or Underserved children and families include those that:
    - Are at or under 200% of the Federal Poverty Level
    - Reside in rural areas
    - Reside in tribal areas or are members of a tribe
    - Speak a language other than English
    - Have a child with a disability
    - Have a child under 3 years of age
    - Are experiencing homelessness
    - Are involved with Child Protective Services, or
    - Have a child having 4 or more adverse childhood experiences or environments
  - Discussion of recommended changes to the definition included:
    - Adding “Are dual or multi-language learners”
    - Adding “Are immigrants or refugees”
    - Adding “Have a child with special needs”
    - Adding “Have a child with behavioral and/or mental health needs”
  - The subcommittee also discussed adding some language around children who have experienced trauma, as well as including reference to children who have experienced delays, including social-emotional development, due to the COVID-19 pandemic. These provisions would require additional conversation.
  - Rachel Stepina mentioned that these definitions could also be included as part of the PDG B-5 Needs Assessment process.
  - The subcommittee also discussed the purpose of defining these populations are to be able to identify where services and supports are needed. As such, indicators must be measurable and specific enough to enable us to collect data and target resources, supports and programming accordingly.
  - The subcommittee decided to table the conversation to the next meeting to develop a recommendation to present to the full ECAC.

### 7. Presentation and Discussion on the PDG B-5 Communications Plan

- Rachel Stepina provided a brief overview of what will be included in the PDG B-5 grant application.
- Specific details will be identified through the Needs Assessment that will be conducted as part of the grant.
- Rachel Stepina has also been in conversations with the Marketing and Outreach Campaign team to align and coordinate efforts.
- She has also been working in collaboration with Alberto Quintero to align with the Family Engagement Workplan.



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### 8. Review and Discuss Communications and Engagement Subcommittee Workplan

- Jennifer Butler provided an overview of this workplan activity and asked leads below if there were any updates.
  - Parent/Family Groups – Ashley Dines, Alberto Quintero and Rachel Stepina – Ashley Dines mentioned that she had not had a chance to meet with everyone to put this together and will work on that after this meeting to get the list pulled together for the next meeting.
  - Early Learning Provider List – Jennifer Butler and Patrice Gardner – Jennifer Butler stated that she started a list and will add the information to the master list document.
  - Maternal and Child Health List – Denise Tanata – Denise Tanata has added maternal and child health groups and organizations to the list.
  - Communications Tools/Resources – Brianna Cambra and Kendra Moore -
  - National Organizations – Dr. Linda Young –
- The subcommittee asked if the list could be available to everyone via a Google Share drive. Denise Tanata said that everyone should be able to access via Teams, however most subcommittee members indicated they did not have access. In the meantime, a Google Doc can be setup so everyone will have access. Jennifer Butler will put the spreadsheet into a Google Doc to share with everyone. Everyone should send updates to Jennifer Butler at [Jennifer.butler@lvul.org](mailto:Jennifer.butler@lvul.org) by Friday, November 4<sup>th</sup>.

### 9. Discuss Meeting Agenda Items for next Meeting and Confirm November Meeting Date

- The next meeting was scheduled for Tuesday, November 15<sup>th</sup> from 11:00am to 12:30pm.
- Agenda items for the next meeting:
  - Update on Campaign
  - Definition of Underrepresented and Underserved Populations
  - Review Workplan

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

- Jennifer Butler referenced the attachment outlining upcoming events and asked if there were any additions or corrections.
- Dr. Linda Young noted that the Early Learning Institute will be March 25<sup>th</sup> to February 10<sup>th</sup>, 2023.

### 11. Discuss Early Learning Updates, Announcements

- No updates were provided.

### 12. Public comment #2

- No public comment was provided.

### 13. Adjournment

- The meeting was adjourned at 10:27am.