



## Nevada Early Childhood Advisory Council

### NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS & ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** **TUESDAY, FEBRUARY 14, 2023** **9:00AM TO 10:30AM**

*“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 will be held via Zoom videoconference.

### SUMMARY MINUTES

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

- Jennifer Butler, Co-Chair, called the meeting to order at 9:03am.
- Members Present:
  - Dr. Linda Young
  - Jennifer Butler
  - Alberto Quintero
  - Patrice Gardner
  - Denise Tanata
  - Brianna Cambra
  - Ashley Dines
  - Ivan Williams
  - Maura Snyder
  - Rachel Stepina
- Guests Present:
  - Tom Puckett
  - Lynn Purdue

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

- No public comment provided.

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

- Dr. Linda Young motioned to approve a flexible agenda.
- Denise Tanata seconded the motion.
- All members voted in favor of the motion, motion passes.

#### **4. Minutes from December 13, 2022**

- Rachel Stepina asked for a few minutes to review the minutes.
- Patrice Gardner motioned to approve the minutes as presented.



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- Dr. Linda Young seconded the motion.
- Brianna Cambra abstained from the vote, as she was not present.
- All other members voted in favor of the motion, motion passes.

### 5. Coordination of the Statewide Early Childhood Marketing and Outreach Campaign

- Lynn Purdue and Tom Puckett provided a brief update on the Campaign.
- Lynn Purdue shared images of the Campaign materials, including table clothes, tabletop pull-ups, step and repeat banners, feather flags, posters, table toppers (for restaurants/businesses), flyers/one-pagers with QR codes for parents, providers and businesses/employers, tote bags, stickers, magnets, coloring pages and T-Shirts. Most materials will be printed in both English and Spanish.
- Lynn Purdue also mentioned the two launch events that will take place in Carson City and Las Vegas on March 13<sup>th</sup>.
  - Carson City event will take place as part of Children's Week at the Legislature.
  - Las Vegas event will feature all local mayors, a Clark County Commissioner and City Council member.
- Master event list was created that lists out all of the events taking place. Lynn will share with Denise to send out to everyone for review and to add events as appropriate.
- Tom Puckett mentioned that the campaign website, NevadaChildCareFund.org has launched. They have had over 15,000 unique visits to the site so far with the soft launch (digital and outdoor media). All links go to NevadaChildCare.org website.
  - Television commercials will start soon with 15 second slots. Several commercials were shared with the subcommittee and are available on YouTube (NevadaChildCareFund.org).
  - They will also be focusing on Spanish media.
- Rachel Stepina asked if they have metrics for how the visits to the campaign site are flowing through to NevadaChildCare.org.
  - Tom Puckett responded that they do not have that information right now, but they will be looking at conversion metrics.
  - Denise Tanata also added that she spoke with Marty Elquist about tracking metrics.
- Rachel Stepina asked if the children's coloring pages would also be available in Spanish.
  - Tom Puckett said he would make sure they are available in both English and Spanish
- Rachel Stepina confirmed that the table cover would only be visible in either English or Spanish, not both at the same time.
  - Lynn Purdue confirmed, but the side panels will also be very visible.
- Rachel Stepina asked about access to the materials.
  - Lynn Purdue responded that materials will be available in a Dropbox folder for downloading.
  - Denise Tanata also clarified that the materials will be available for check out at the Child Care Services Centers (CCSCs). The process for checking out materials and tracking metrics is being developed.
- Dr. Linda Young thanked Lynn and Tom for the presentation and asked if both launch events will be on the same date.
  - Lynn Purdue confirmed they would both be on March 13<sup>th</sup>. Once agendas are confirmed, details will be sent out.
- Dr. Linda Young asked if they will be involving elected officials.
  - Lynn Purdue responded yes, but they are still confirming who will be participating.
- Dr. Linda Young inquired about the ability of parents or others to participate since it would be during work hours.
  - Lynn Purdue responded that the purpose of the event is to get media attention, to share with the public. Parents are not the primary audience for in-person attendance. The primary focus is to get media in attendance.



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- Additional outreach/tabling events will be held to engage parents and community partners. Intent is to go out to existing events (go to the community) rather than making them come to us. Lynn will share the events list so subcommittee members can add events or contacts to the spreadsheets.
- Dr. Linda Young asked if information would be available in the sensory modality that works with parents with visual or hearing needs.
  - Lynn Purdue said they do not have expertise in that area, but are willing to work with anyone who may be able to assist. Dr. Linda Young mentioned that she had some ideas and would follow up with Lynn. Lynn also mentioned they are working with nonprofit providers who work with those populations (such as Blind Center).
- Patrice Gardner asked about social media outreach.
  - Tom Puckett responded that they are doing traditional social media posts as well as paid posts via Twitter, Facebook, Instagram, Snapchat and others. They will also be reviewing those metrics as well to determine clicks and conversion rates.
  - Lynn Purdue also mentioned they will be creating content for others to share as well.
  - Patrice Gardner mentioned that we should connect with the existing parent groups on social media.
- Brianna Cambra asked Lynn for confirmation that they would be creating a social media toolkit to share with partners.
  - Lynn confirmed and Denise Tanata followed up to request a timeline for completion of the toolkit. Lynn responded that it should be complete within the next couple of weeks, preferably prior to the launch events on March 13<sup>th</sup>.
- Dr. Linda Young asked if materials were ready for distribution for the launch event because she has some events coming up to share information, such as the Early Learning Institute.
  - Lynn Purdue responded that the materials would be available – just let Lynn know what you need and how many.
  - Dr. Young confirmed that some outreach can be done virtually, but some will require flyers, etc.
  - Lynn Purdue will have Shaundell Newsome reach out to Dr. Young to get hard copies of materials.
- Dr. Linda Young mentioned that she is also working with a women's correction program and there are issues related to child care with that population. Would like to keep those issues in mind for the campaign.
- Rachel Stepina suggested reaching out via the PreK sites. Lynn responded that would be great idea if Rachel could share connect information, she will reach out.

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

- Jennifer Butler referenced the [Master List document](#) for the subcommittee and asked everyone to review the document. She asked if the lists were updated and if any groups needed assistance adding or editing their lists.
- Denise Tanata suggested that it might be helpful to add social media tags to the list for the identified groups, which could be used once the Campaign toolkit is available.
- Denise Tanata also mentioned that it looks like there just needs to be some clean up on the document.
- Jennifer Butler offered to update the list, referencing that some new information (highlighted in yellow) had been added. She would like everyone to review the list to add any direct contacts they may have.
- Jennifer Butler also mentioned adding state and federal representatives to the list. Denise Tanata mentioned that The Children's Cabinet has that list, so she will add it.
- Dr. Linda Young asked about the ability to coordinate who from ECAC and Subcommittees who will be attending the events in Carson City and Las Vegas. Denise mentioned that several members are scheduled to participate in both events. Dr. Young and Jennifer will coordinate to identify who will be attending. Dr. Young also asked about receiving the press release.
- Brianna Cambra asked Jennifer for clarification on what was needed on the Master List document.
  - Jennifer responded just to verify that all contacts are accurate and up to date.



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- Rachel Stepina suggested adding a column for social media channels as well.
  - Denise Tanata added columns for each of the primary social media channels so individuals could add handles or links for each contact's social media, as available.
  - Jennifer asked everyone to update the document by February 28<sup>th</sup>. Denise will send a calendar reminder with a link for the week prior.
  - Rachel mentioned that most websites have social media links as well.
  - Patrice asked if there was a hashtag for the Campaign?
    - Rachel responded that they shared one during the ECAC meeting, but couldn't recall. Denise responded that the hashtag will likely be included in the social media toolkit.
- Jennifer Butler provided a brief review of the Subcommittee workplan as whole, which is primarily covered through the Campaign and the Master List work.
  - Jennifer asked if the plan was to send the Campaign toolkit to this list.
  - Denise responded that we could send this list to Lynn and the team to send out the toolkit and that we could also send out via ECAC lists.
  - Rachel Stepina asked where K-3 was represented in the Master List document.
    - Jennifer responded that it could be included in the Early Learning section, but open to other suggestions, including if we need another tab.
    - Rachel mentioned that there could be more representation. Rachel and Alberto will provide those updates.
  - Denise Tanata referenced that she will integrate the ECCS Leadership list on the Master List as well for other contacts in the early childhood leadership sector.
  - Jennifer mentioned that we need a space for elected officials on the list. Denise responded that she would add a tab for elected officials and will update that with the list of state level elected officials, but may need support adding local elected officials.
  - Rachel Stepina asked if we needed to add a tab for media partners? We can get this from the campaign.
  - Jennifer also suggested sharing this with the Leadership Subcommittee to get input from more of the ECAC on contacts.
  - Dr. Linda Young referenced a contact through the Village Foundation working with a group in Kenya. She asked if we wanted to add information from international organizations to the list.
    - Denise Tanata responded that it might be too much for us to handle right now, but we should consider looking into this once we have the state and national information available. Denise also suggested that innovative information or ideas could be shared with the full ECAC and asked Dr. Young to share any information with her that might be useful or informative for a presentation or agenda topic.
  - Rachel Stepina also suggested that we add a tab to the Master List with the ECAC members and partners.
  - Jennifer Butler offered to add contact information for NAEYC and Southern NV AEYC and referenced that Danielle Holmes could assist.
    - Brianna Cambra suggested that we reach out to John Cregg – we could just use their listserv instead of adding individual members to our list (and don't want to share individual member information without their approval).

### 7. Discuss Meeting Agenda Items for next Meeting and Confirm 2023 Meeting Schedule

- Jennifer Butler confirmed that meetings are scheduled for the second Tuesday of every month at 9am. Denise sent out calendar invites for all 2023 meetings.
- Jennifer Butler asked about agenda items for the next meeting:
  - Dr. Young suggested having updates from Purdue Marion as a standing agenda item for updates, as needed.



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- Rachel Stepina asked about potential conflicts with the next meeting, which conflicts with Children's Week.
  - Several members mentioned that they will be attending Children's Week, so there would likely not be quorum for the March meeting.
  - Dr. Young suggested that we cancel the March meeting. All members agreed – the next meeting will be April 11<sup>th</sup>.
- Rachel requested an agenda item for the April meeting to discuss the PDG Communications work, as they should have IFC approval by that date.
- Jennifer Butler asked Denise if the campaign website metrics would be available by April. Denise responded that it should be available and will make the request.

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

- Dr. Linda Young reminded everyone of the Early Learning Institute starting on February 25<sup>th</sup>.
- The Village Foundation will be having a virtual gala on March 4<sup>th</sup>. The Village Foundation is promoting early learning.
  - Jennifer Butler will post the flyers and Dr. Young will be sending out additional information.
- Rachel Stepina mentioned an early childhood conference on March 4<sup>th</sup> for PreK and Kindergarten teachers. The event will be in person in Southern NV. Rachel will email flyer to Jennifer and Dr. Young. Rachel mentioned that it overlaps with ELI and is an all-day event.

### **9. Public comment #2**

- No public comment was provided.

### **10. Adjournment**

- The meeting was adjourned at 10:32am.