



Nevada Early Childhood Advisory Council

NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS & ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** TUESDAY, APRIL 11, 2023 **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 Zoom videoconference.

MINUTES

1. Welcome, Call to Order, and Roll Call – 9:05 AM

- The meeting was called to order by Dr. Linda E. Young at 9:05 AM.

Committee Members:

- Dr. Linda E. Young, Co-Chair- Present
- Jennifer Butler, Co-Chair- Present
- Carrie Paldi, Learning Care Group- Present
- Alberto Quintero, NDE, Family Engagement- Present
- Patrice Gardner, NDE OELD, Head Start Collaboration Office- Present
- Tina Springmeyer, Washoe County School District- Not Present
- Denise Tanata, ECCS Director, The Children’s Cabinet- Present
- Brianna Cambra, Regional Quality Director, The Children’s Cabinet- Present
- Mia Pace, NDE OELD- Not present
- Danielle Holmes, Operations Manager, The Children’s Cabinet- Present
- Ashley Dines, Parent Leadership Coordinator, The Children’s Cabinet- Not present.
- Ivan Alis Williams, Provider Representative (license exempt)- Present
- Maura Snyder, DWSS CCDP- Present
- Kendra Moore-Present
- Rachel Stepina, NDE OELD, B3- Present

Guests in Attendance:

- Anna Villatoro, The Children’s Cabinet
- Lynn Purdue, Purdue Marion & Associates
- Bill, Purdue Marion & Associates

2. Public Comment #1

- No public comment.



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3. Approval of Flexible Agenda

- Jennifer Butler motioned to approve a flexible agenda.
- Brianna Cambra second the motion.
- Flexible agenda is approved, there is no discussion.

4. Approve Meeting Minutes from February 14, 2022 NECAC Communications & Engagement Subcommittee

- Jennifer Butler shared minutes on the screen for the subcommittee to approve.
- Kendra Moore motioned to accept and approve the minutes as drafted.
- Maura Snyder seconded to approve the minutes.
- February 14, 2022 minutes are approved

5. Update re Statewide Early Childhood Marketing & Outreach Campaign and NevadaChildCare.org Website Metrics

- Lynn Purdue from Purdue Marion & Associates gave an April 2023 update on the Paid Media Analytics from January 16th -March 31, 2023.
- Lynn shared that there are over 10 million digital ad impressions and over 8,000 trackable conversions to the NevadaChildCare.org website.
- There was a big push for Children's Week and had a couple thousand clicks. There were 1,186,120 online ad impressions within the Carson City geofence.
- Denise Tanata asked Lynn what geofence means. Lynn explained that geofence is an electronic fence. You can track people in certain locations, and they will be served the ads.
- Dr. Linda E. Young asked what the 94% completion rate on YouTube means. Lynn responds that it means that people are watching the ad.
- Dr. Linda E. Young asked if there is a special subject area or topic that people are watching that the ads are shown? And which subject/interest has the more completion rate? Lynn responds that it's done by age, geography and interest. Similar to the Facebook ads.
- Dr. Linda E. Young asked which subject/interest has the more completion rate? Lynn did not have the complete information but mentioned that Las Vegas, Reno, and rural communities are each averaging about 93% completion rate.
- Bill from Purdue Marion & Associates presented two kickoff events for the Nevada Child Care Fund. The week of March 13th was Children's Week at the Nevada Legislature. Childhood Education Day was on March 13th. The events were held in Northern and Southern Nevada to raise awareness. They were able to contact partners and elected officials in marketing the services available. At the Southern Nevada event, they invited local mayors and the chairman of the County Commission to talk about the importance of childcare for their constituents and working families. It was a successful event, and they networked with partners they would like to engage with. They are working closely with the Governor's Office of Workforce Innovation (GOWINN), have meetings set up with Workforce Connections, will be tabling at events, and will be working with the Clark County School District and programs they are offering.
- Bill continued, presenting the event in Carson City. It was a successful event, but it could have been better if the weather had allowed it. Guest speakers included Amanda Haboush-Deloye (Nevada Institute for Children's Research and Policy), Andrea Pierce (Strong Start Kid's Mayor), Nicole Cannizzaro (Senate Majority Leader), Kim Young (The Children's Cabinet), and Ashley Tran (NV Early Childhood Family Leadership Council). The governor could not be at the Carson event but did provide a proclamation. There was great media coverage for the kickoff events.
- Dr. Linda E. Young asked if they had a list of cultural groups they worked with for the events. They want to check that groups are informed and getting information.
- Bill will be sharing the list with the group.
- Lynn presents on how they are coordinating outreach with partners. They are working with The Children's Cabinet, Urban League, and other partners. They have created a Google sheet/database where everyone can update their events. They can help staff events where they are needed.



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- Dr. Linda E. Young added that the goal of the Communications and Engagement Subcommittee is to make sure everyone is connected.
- Rachel Stepina asked if they could have access to the social [media toolkit](#) and the presentation. Rachel asked if Lynn and Bill could stay on for the PDG grant update.
- Denise Tanata informed the group that she had the social media toolkit and included it in the chat.
- Lynn also encouraged everyone to share the social media toolkit.
- Patrice Gardner asked if the link in the presentation is the boots-on-the-groundwork.
- Lynn responded that the [master event outreach list](#) is the boots-on-the-groundwork.
- Lynn mentioned that there are materials for outreach at the four different resource centers. If individuals will be at events, update the events on the master event list. If anyone knows of an event that no one can attend, contact Lynn and let her know. Lynn's email is lynn@purdueamarion.com.
- Dr. Linda E. Young thanked Purdue Marion & Associates for the presentation and for the work they are doing.
- Lynn asked Rachel Stepina if it's possible to follow up with the PDG grant updates.
- Rachel Stepina will follow up with Lynn about the PDG updates. Rachel also had a question regarding the master list and if it has a column for social media pages. ECAC is tracking social media pages and does not want to duplicate work.
- Lynn is not tracking social media pages for community partners.
- Denise Tanata posted the presentation and social media toolkit links in the chat.

6. PDG Grant Update – Rachel Stepina

- Rachel Stepina shared her screen to showcase the [Nevada Strong Start: Reimagined! \(PDG B-5 Renewal 2022\) website](#). You can explore the content of the grant, and this is phase one of the website. Phase two will be a deeper and more detailed information of the grant/work. You can click and engage with the modules and sign up for updates. You can reach out to Rachel Stepina if you have any questions.
- Jennifer Butler asked if the needs assessment has a list of participants that can be included with the communications project.
- Rachel Stepina explained that the PDG from the federal perspective awarded Nevada the funds on December 31st. At the state level, the interim finance committee approval for the use of the funds on April 6, 2023. They can now spend the money and hire new positions. They will also be gearing up for contracts with interlocal agencies. The first one will be for the needs assessment; they are linked with activity one. They will be contracting with Nevada Institute for Children's Research and Policy for the needs assessment. They will be working with NICRP and their established relationships within the community. They will also partner with the subcommittee to leverage relationships and connections for the needs assessment.
- Rachel Stepina shared that in 2019 during the first PDG B-5 planning grant they created a long-needs assessment. Since then, NICRP has been gathering the list of the various needs assessment across the state. They are now updating the needs assessment from 2019 with new information and how covid has affected the needs. One of the points within the needs assessment, they don't one just one solo snapshot in time. They want to paint an ongoing picture and updates.
- Rachel Stepina added that they will use the list of partners and organizations that NICRP has built throughout the years and in collaboration. They are also hiring for different positions, and you can find the positions on the [website](#). Rachel opened the invitation to the subcommittee to participate in the work. There is a specific outreach and dissemination plan for the PDG grant, and as they continue to develop the plan, they will share with the subcommittee and the whole ECAC.
- Dr. Linda E. Young thanked Rachel Stepina for the direction that they are heading and the work they are doing.

7. Review and Discuss Communications and Engagement Subcommittee Workplan

- [Master List document](#)

- Jennifer Butler shared the screen to show the Master List document with the subcommittee.



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- Dr. Linda E. Young noted that the subcommittee is working on connecting with groups or organizations related to early childhood education. It's a growing list, and individuals can add and update it. The big focus is to ensure they can reach the individuals from the list. They will continue to review the list every month.
- Dr. Linda E. Young mentioned the subcommittee work plan and that they will review it monthly. Dr. Linda E. Young recommended finding four activities with different organizations to be involved in. Dr. Linda E. Young gave an example of joining the Martin Luther King parade. Dr. Linda E. Young would like the Nevada Early Childhood Advisory Council to be involved. This is a great opportunity to have visibility and outreach. The Southern Paiute have a pow-wow every year where they will usually announce organizations. It will be nice for ECAC to attend and be involved.
- Jennifer Butler added that if anyone has event flyers to share with the group and they can add them to the list of conferences and events.
- Patrice Gardner agreed that attending these events would be a good idea, and through outreach and events, ECAC can engage the community and parents. Loved the idea of being involved with the tribal communities as they are trying to reinvigorate their ECAC. Wants to make sure the work will be evenly distributed. Also wants to see the council be more actively involved with the parent groups with Ashley Dines or Lela Arney.
- Rachel Stepina added in the chat that she agreed with Patrice. They are working on these conversations to increase authentic family engagement through the PDG lens, ECCS work, and with Ashley Dines, Denise, Rosa Tamayo, and Alberto Quintero.
- Brianna Cambra added in the chat that in Northern Nevada, the Children's Cabinet has a tribal QRIS Coordinator. Maybe the council can invite her to sit in on this group.
- Dr. Linda E. Young would also like to include groups that have limited trust in governmental and state groups. Dr. Linda E. Young would like the council to change the trajectory and bring the people and remind them that they are important to the work.
- Carrie Paldi agreed that the council needs to be in the community and connect with the neighborhoods. The council needs to be involved in the rural communities. The council needs to meet the people where they are at.
- Dr. Linda E. Young mentioned that the council needs to be focused on inclusivity. The most success is showing up and speaking to the community. Asked Rachel Stepina and Patrice Gardner if there is a budget for community events.

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

- Next meeting is May 9th, 2023 at 9:00 AM.

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

- Jennifer Butler mentioned NevAEYC Conference will take place May 18th-May 20th. Encourages everyone to attend. It's at the Tuscany hotel in Las Vegas, Nevada.
- Brianna Cambra mentioned the UNR Autism Summit next week. The National Child Care Aware® of America Symposium is in early May.

10. Public Comment #2

- No public comment.

11. Adjournment – Adjournment meeting at 10:28 AM.