



Nevada Early Childhood Advisory Council

NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS & ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** **TUESDAY, MAY 9, 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-** Meeting started at 9:03 AM
Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs

Members in attendance:

- Dr. Linda E. Young, Co-Chair
- Jennifer Butler, Co-Chair
- Carrie Paldi, Learning Care Group
- Alberto Quintero, NDE, Family Engagement
- Patrice Gardner, NDE OELD, Head Start Collaboration Office
- Tina Springmeyer, Washoe County School District
- Denise Tanata, ECCS Director, The Children’s Cabinet
- Mia Pace, NDE OELD
- Maura Snyder, DWSS CCDP
- Kendra Moore, McGraw Hill
- Rachel Stepina, NDE OELD

Members absent:

- Brianna Cambra, Regional Quality Director, The Children’s Cabinet
- Danielle Holmes, Operations Manager, The Children’s Cabinet
- Ashley Dines, Parent Leadership Coordinator, The Children’s Cabinet
- Ivan Alis Williams, Provider Representative (license exempt)

Guests in Attendance:

- Barbara Jean Hernandez, Quality and Provider Support Coordinator at CCDP, DWSS
- Lori Lutu, Regional Coordinator with the Aging and Disability Services Division
- Anna Villatoro, The Children’s Cabinet
- Tom Puckett, Thomas Puckett Brand Communications



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- Rosa Tamayo, The Children's Cabinet

2. Public Comment #1

No Public Comment.

3. Approval of Flexible Agenda

- Jennifer Butler motions to approve the flexible agenda.
- Maura Snyder seconds the motion for the flexible agenda.
- Dr. Linda E. Young approved the motion for the flexible agenda.

4. Minutes from April 11, 2023

Materials: April 11, 2023 Minutes

- Denise Tanata noted to update April 11, 2023, minutes, and correct Bill Marion's full name under guests in attendance.
- Carrie Paldi made a motion to approve the minutes with revisions.
- Kendra Moore seconded the motion to approve the minutes with revisions.
- Dr. Linda E. Young approved the minutes with revisions.

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

- Thomas Puckett from Purdue Marion and Associates provided a brief overview of the statewide Early Childhood Marketing and Outreach Campaign that included the following updates:
 - The Early Childhood Marketing and Outreach Campaign has contacted over 400 organizations and has booked nearly 80 statewide tabling events.
 - Tom Puckett and Purdue Marion and Associates are focused on the business and employer community. They want to promote the Governor's Office of Workforce Innovation Chamber's Employer-Provided Child Care Credit (45F) event. The 45F is the US tax code that grants tax credits to employers that meet certain qualifications. There is also a focus on promoting the tax credit information on the paid advertising side. Additionally, they are promoting The Children's Cabinet Business Symposium in August with Kim Cullen and Nevada Employer Child Care Development Program.
 - They are focusing on employer's benefits of being a friendly place to work. Thomas Puckett Brand Communications has received The Best Place for Working Parents® 2023 Business designation, which recognizes their efforts to provide a friendly workplace for employees. As part of the process, they spoke with Kim Cullen's department at The Children's Cabinet, which launched the initiative in Nevada. They will possibly give a further update on this next month.
 - Tom Puckett provided an analysis of the campaign progress in April. The campaign achieved 4.1 million digital impressions during the month, contributing to a total of over 15 million impressions. Additionally, the campaign website received 32,221 trackable visits, with a total of almost 90,000 visitors. There were 6589 clickthrough's to Nevadachildcare.org, where all the information is housed for parents, providers, and employers. There was a total of almost 13,000 clicks going to www.nevadachildcare.org. In the last couple of months, they added an Apply Now button in the campaign website which resulted in 2100 people who went directly to that page.
 - The campaign had 755 clickthrough's in the legislative geofenced programmatic campaign. Geofencing is essentially location-based marketing. In this case, it was a 10-mile radius from the Capitol building. On the traditional media side, they have continued to deliver millions of impressions, over 5,000,000 impressions, on television and outdoors. Television impressions are quantifiable unlike the outdoor boards. There are a lot of outdoor billboards promoting the campaign. Although people still seem interested in the campaign, there hasn't been a significant increase in momentum as there was in March and April. However, the advertising will be adjusted to



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- focus on the employer and provider initiative. They will be working with Denise Tanata and the team to make this happen.
- April was a big month for the Spanish language outreach team. The campaign team will try and have Spanish-speaking staff at community events. All handouts they promote will be available in English and Spanish.
 - For the remainder of the year, they will continue to work with the Hispanic marketing team statewide.
 - Dr. Linda E. Young thanked Tom Puckett for the insightful information regarding the Early Childhood Marketing and Outreach Campaign. Dr. Linda E. Young also appreciated the Apply component on the campaign website.
 - Carrie Paldi added that she has seen the campaign on the billboard like five times while stuck in traffic. She added that the digital billboard is getting a lot of outdoor advertising.
 - Alberto Quintero thanked Tom for the digital analytics. Alberto asked if there is anything on the website that is being clicked on more than others. Tom Puckett responded that most of the clicks are from parents followed by providers and businesses.
 - Rachel Stepina asked how the subcommittees and campaign can receive feedback from community members. How can the community or members connect with the outreach campaign. Thomas Puckett replied that they would need to start with formally identifying what organizations need to be reached and what are their commonalities. He would need to differ to Denise Tanata and colleagues at Urban League for assistance.
 - Additionally, Rachel asked Thomas Puckett to tell the subcommittee about the capabilities and strategies used to formalize relationships with different organizations. Thomas Puckett replied that they are using marketing methodology and analyzing the audience they need to reach. They are also looking to see what organizations they need to work with. They also need to know what collaboration with different organizations will look like.
 - Dr. Linda E. Young thanked Tom for the updates. Dr. Linda E. Young referenced objectives under goal three to increase capacity to equitably connect families with the early childhood system, continuum of care, and the community at large. Another objective is to implement a strategic two-way communication plan to engage and connect providers, families, and stakeholders. She mentioned that people connect to their language, culture, heritage, and history. She asked if there is a way to connect the early childhood systems with cultural months or events.
 - Thomas Puckett will share this idea with Lynn Purdue and make sure it's on their radar.
 - Jennifer Butler updated the group that Urban League had 1,000 new applications in February. This possibly came from the marketing campaign. The campaign is working, and families are applying for services.
 - Jennifer Butler mentioned that in the minutes, Purdue Marion & Associates would be sharing their contact list to see who they have connected with in the ECE workforce and getting those contacts on the communications list the subcommittee has created. They can use the list to reach more of the community when they share information or updates.
 - Rachel Stepina mentioned that Lynn Purdue had shared a social media toolkit and an outreach list. Rachel suggested that as a subcommittee, they review the social media toolkit. She also commented in the chat that she is celebrating all the hard work for the outreach campaign.
 - Dr. Linda E. Young thanked Thomas Puckett and Purdue Marion & Associates for all the work they are doing. She appreciates that everyone is moving in the same direction.

6. Review and Discuss Communications and Engagement Subcommittee Workplan

(Discussion, For Possible Action)

Materials – Subcommittee Workplan and [Master List](#)

- Jennifer Butler shared the work plan and announced they made progress under goal 3, to increase capacity to equitably connect families with the early childhood system of the continuum of care and community at large with the marketing campaign. The subcommittee has met its first two objectives.



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- Jennifer Butler added the third objective was to identify families and providers to participate in developing the communications plan. Jennifer mentioned that Ashley Dines, Alberto Quintero, and Rachel Stepina were able to add participants to that list.
- Rachel Stepina clarified that she had not identified families or invited parents to be part of the work. Instead, they added to that a list of organizations that serve parents or possibilities to extend the outreach in identifying those families.
- Jennifer Butler thanked Rachel for the clarification. Jennifer suggested connecting with The Children's Cabinet and Urban League and adding Family, Friend, and Neighbor providers to the list. Additionally, Denise Tanata provided a list of children's mental health groups to add to the list. This will be great for state representation to engage them in the early childhood workforce and systems discussions.
- Jennifer Butler mentioned that the subcommittee started a list of children and family-related websites. This list includes national organizations like The National Association for the Education of Young Children (NAEYC) and Zero to Three. There is still a lot of work to do, and the subcommittee should discuss who else to include in these lists in future meetings.
- Dr. Linda Young liked the idea of analyzing who is on the lists and how they can implement the subcommittee's work with them. Dr. Linda Young gave an example of the importance of working with different groups.
- Jennifer Butler mentioned that Brianna started adding some communication tools from partners like social media. Jennifer also updated the group that the subcommittee has not started objective 3.1, identifying strategies to incorporate feedback loops from families and providers. Jennifer hopes that the next step is to discuss this objective and how to start it. Jennifer asked how they implement those feedback opportunities for families and providers.
- Dr. Linda Young said that the subcommittee needs to analyze if its strategies to connect with the community are effective. Is there a reboot or remodel that needs to happen?
- Denise Tanata mentioned that the work plan timelines have passed and should be updated/revised. Denise also liked Jennifer's recommendation of having specific agenda items in the upcoming meetings to update the master work document.
- Rachel Stepina would like to see the building of strategies for building relationships. This implementation of building relationships needs to be sustainable. Building relationships to share resources with the community is important. In the next meeting, Rachel would like to discuss this component of establishing relationships and building connections.
- Jennifer Butler and Dr. Linda Young both agreed that building relationships is needed.
- Patrice Gardner commented in the chat that she likes that idea and that it would promote engagement with these groups.
- Carrie Paldi suggested creating an ECAC member and volunteer list that can attend community events. This could be another way to engage the community.
- Rachel Stepina loved the idea of inviting community partners to the ECAC group and attending their events. She added that perhaps this should be a standing agenda item.
- Sylvia V Henry added in the chat that inviting community members and leaders would help identify champions who would engage communities.
- Jennifer Butler agreed that building community connections is important. She suggested creating a one-pager of key messages related to the ECAC goals. This document can help partners and members at community events have consistent messaging.
- Rachel Stepina suggested developing the one-pager in partnership with the outreach campaign. The marketing campaign has funding pieces and strategies for reaching parents. Rachel asked Denise if this collaboration idea would be possible or added to the PDG plan. This one-pager would be a great tool for all ECAC members and partners.
- Dr. Linda Young agreed that consistent messaging would be a great collaboration.
- Rachel added if AB 113 passes, it would help ECAC have a stronger community presence. AB 113 would be a strong selling point for ECAC, and they can highlight the Office of Early Childhood Comprehensive Systems to its fullest potential.



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7. Possible Budget for the Communications and Engagement Subcommittee

- Dr. Linda Young asked Denise Tanata if there was a budget for attending events on behalf of the subcommittee.
- Denise Tanata mentioned that ECAC is unfunded. There might be opportunities from other funding sources. The only funding that ECAC received was through the Nevada Department of Education for strategic planning.
- Rachel Stepina added that the PDG grant might be able to create mini grants. The subcommittee would have to create a plan for how those funds would be spent. The PDG grant is federal funds and would have limiting restrictions.
- Dr. Linda Young mentioned some events require a small participation charge. If the Communications and Engagement Subcommittee wants to participate in community events, there will be small expenses. Dr. Linda Young suggested that Jennifer Butler, Rachel Stepina, Denise Tanata, and her can get together and discuss this as a possibility.
- Rachel Stepina shared that her capacity on some projects is limited before the next subcommittee meeting. NDE is hiring an ECAC system specialist and then an ECAC administrative assistant. These positions will align with the work of each subcommittee and will be able to support the work.

8. Discuss the possibilities of the Communications and Engagement Subcommittee

- Dr. Linda Young would like to discuss the possibility of attending four statewide community events (two in the North and two in the South). She would like to identify what statewide events they would be interested in attending.
- Kendra Moore said she would like to attend a statewide event and learn more about what's going on in the community.
- Rachel Stepina added in the chat that she loved Kendra's comment about learning more about what's going on in the community. The subcommittee needs to continue learning about the community and share about ours. There should be two-way communication and two-way learning.
- Carrie Paldi would also commit to one community event.
- Denise Tanata suggested presenting this community event conversation to the full ECAC and possibly requiring every appointed member to attend a community event.
- Rosa Tamayo mentioned the Nevada Art Museum has a great turnout during their free art days in September for Hispanic Heritage Month.
- Patrice Gardner suggested the ECAC have a table at the next Nevada Association for the Education of Young Children (NevAEYC) conference.
- Sylvia V Henry added that it should be a minimal expectation of the BIPOC community for organizations to participate in the MLK celebration.
- Tina Springmeyer mentioned in the chat that attending the NevAEYC event is a great idea. Everyone works within our communities, and it will help to create connections.

9. Discuss conferences, workshops, meetings events etc. that members of the Communications and Engagement Subcommittee may want to present or provide information to attendees.

- Dr. Linda Young said Patrice Gardner had previously mentioned the NevAEYC 2023 Conference on May 18-May 20, 2023.

10. Discuss the possibilities of the Communications and Engagement Subcommittee attend at least one event during the calendar year.

- Dr. Linda Young said the subcommittee had previously discussed the members attending at least one event during the calendar year. Dr. Linda Young would like to learn more about the work McGraw Hill is doing in the community.

11. Discuss Meeting Agenda Items for next Meeting



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- Denise Tanata informed the subcommittee that Anna Villatoro, Rosa Tamayo, Ashley Dines, and herself will be in Washington DC, for an early childhood comprehensive system meeting during the next meeting. They would not be able to attend or facilitate the virtual meeting.
- Rachel Stepina with the Nevada Department of Education will coordinate and facilitate the next Communications and Engagement meeting.

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

- Dr. Linda Young mentioned The Early Learning Institute will be set up from the 25th through March. They will get information out in the next 2-3 weeks. Dr. Linda Young would love everyone to be involved with their upcoming program.

13. Public comment #2

- No public comment.

14. Adjournment

- The meeting was adjourned at 10:35 AM.