



## Nevada Early Childhood Advisory Council

### NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS AND ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** **TUESDAY, AUGUST 8, 2023** **9:00 AM**

*“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.”*

This meeting was held via Zoom videoconference.

### MINUTES SUMMARY

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

*Jennifer Butler, Subcommittee Co-Chair*

- Members in Attendance:
  - Alberto Quintero, Education Programs Professional, Nevada Department of Education, Family Engagement
  - Ashley Dines, Parent Leadership Coordinator, The Children’s Cabinet
  - Brianna Cambra, Regional Quality Director, The Children’s Cabinet
  - Danielle Holmes, Operations Manager, The Children’s Cabinet
  - Dr. Linda E. Young, Founder and President, The Village Foundation
  - Jennifer Butler, Quality Assurance Manager, Las Vegas Urban League
  - Kendra Moore, Sales Representative, McGraw-Hill Education
  - Maura Synder, Social Services Program Specialist, Division of Welfare and Supportive Services, Child Care and Development Program
  - Mia Pace, Education Programs Professional, Nevada Department of Education, Office of Early Learning Development
  - Patrice Gardner, Nevada Head Start State Collaboration Director, Nevada Department of Education, Office of Early Learning Development
  - Rachel Stepina, Preschool Development Grant Manager, Nevada Department of Education, Office of Early Learning Development
- Members Not in Attendance:
  - Carrie Paldi, Supervisor, Creative Kids Learning Center
  - Tina Springmeyer, ECE Program Director, Washoe County School District
  - Ivan Alis Williams, Provider Representative
- Public in Attendance:
  - Anna Villatoro, Early Childhood Comprehensive Systems Program Specialist, The Children's Cabinet
  - Autumn Blattman, Washoe County Regional Coordinator, Nevada Aging and Disability Services



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- Byron Dondoyano, Data Coordinator, Nevada Department of Education, Office of Early Learning and Development
- Denise Tanata, Early Childhood Comprehensive Systems Consultant, The Children's Cabinet
- John Giammona Wilber, ECAC Administrative Assistant, Nevada Department of Education, Office of Early Learning and Development
- Nayesdi Badillo, Early Childhood Family Engagement Specialist, Nevada Department of Education, Office of Early Learning and Development
- Sabrina Jones, ECAC Systems Specialist, Nevada Department of Education, Office of Early Learning and Development
- Sondra Cosgrove, History Professor, College of Southern Nevada
- Tiffany Olivias, Early Childhood Comprehensive Systems Manager 2, The Children's Cabinet

### 2. Public Comment #1

- No public comment given.

### 3. Approval of A Flexible Agenda

*(Discussion, For Possible Action)*

*Jennifer Butler, Subcommittee Co-Chair*

- Dr. Linda Young motioned for the approval of a flexible agenda.
- Rachel Stepina seconded the motion.
- The motion carried.

### 4. Review and Approval of May 9, 2023 Minutes

*(Discussion, For Possible Action) The Council will discuss and approve the minutes.*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

*Materials: [MAY 9, 2023 Minutes](#)*

- Kendra Moore motioned to approve the May 9, 2023 Minutes Summary.
- Maura Snyder seconded the motion.
- The motion carried.

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

*(Discussion, For Possible Action) A representative from Purdue Marion and Associates will provide a brief overview of the statewide Early Childhood Marketing and Outreach Campaign.*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

- Jennifer Butler asked if there was any representative from Purdue Marion and Associates present to provide an update. Hearing no answer and seeing no representative on the call, she moved onto the next agenda item.

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

*(Discussion, For Possible Action)*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

*Materials: [Subcommittee Workplan](#) and [Master List](#)*



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- Jennifer Butler presented goal three of the Subcommittee Work Plan. (Increase capacity to equitably connect families with the early childhood system continuum of care and community at large.) She updated the subcommittee on activities:
  - In conjunction with a marketing PR firm, the subcommittee developed a multi-year Early Childhood marketing and outreach campaign.
  - The subcommittee identified key messages for marketing and outreach. The subcommittee identified families and providers to participate in the development of a communications plan.
  - The subcommittee created and is maintaining an active list of businesses and providers and stakeholders to promote early childhood systems in Nevada.
- Patrice requested access to the spreadsheet version of that list. Rachel Stepina provided a link: [https://docs.google.com/spreadsheets/d/1n7iwkn2IA1q9nTJS-thSUT-HNzmUawj-D\\_nlIEiIBJQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1n7iwkn2IA1q9nTJS-thSUT-HNzmUawj-D_nlIEiIBJQ/edit?usp=sharing) She requested that people, “Please keep in mind this is a live document with edit permissions open to all.”
- Jennifer Butler continued with the update. The subcommittee started to review relevant websites and social media platforms related to sharing and receiving information from families and providers. The subcommittee has compiled a list of related communication tools among early childhood partners and programs. The subcommittee has discussed strategies to incorporate feedback loops from families and providers. Jennifer Butler encouraged continuing additions to these lists to achieve as comprehensive messaging to the providers as possible.
- Jennifer Butler presented Objective 3.2 of the workplan, “Expand engagement, training, and leadership opportunities for underrepresented and underserved populations.” She noted that the subcommittee’s work in this area had yet to be completed. She encouraged involved attention to this item going forward. She noted that the subcommittee identified an underrepresented and underserved definition. She explained that the definition was pending approval from the ECAC; it was presented at the May 2023 General ECAC meeting.
- Rachel Stepina shared that the “underrepresented and underserved” definition activity had been moved to the Data and Evaluation subcommittee.
- Patrice Gardner inquired about the social media platform piece in Objective 3.1, “Implement a strategic two-way communication plan to engage and connect providers, families, and stakeholders.” She asked if there is a designated person for social media posting.
- Rachel Stepina answered that the activity in question was linked to the marketing and outreach campaign. She clarified that the activity was referring to the campaign’s social media networking toolkit and those platforms would be managed by the individual organizations. She said that she was unaware of the Communications and Engagement subcommittee having its own social media channels.
- Jennifer Butler added that this was her understanding as well. She mentioned that The Children’s Cabinet and the Las Vegas Urban League were connected to subsidy providers. Those organizations send out information to providers and subsidy families.
- Dr. Linda Young offered a comment she had received about Objective 3.1, “Implement a strategic two-way communication plan to engage and connect providers, families, and stakeholders.” She said that different demographics and cultural groups that the ECAC is serving in the state don’t always have access to the social media frameworks that the subcommittee was proposing. She asked for the subcommittee to offer communications options for people who aren’t connected to social media.
- Patrice Gardner mentioned a Facebook page that Anna Severens used to manage. She said she’d follow up on that channel and reiterated Dr. Young’s request for some sort of guidance around promotion. She clarified that social media is indeed the most effective communication tool for parents overall right now.
- Dr. Linda Young proposed that a system be put in place to alert subcommittee members about when social posting happens.
- Rachel Stepina asked if Purdue Marion and Associates would be updating the social media toolkit in year two.



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- Tiffany Olivas answered that she was unsure, as the year two goals had not yet been completely established. She confirmed that she would be following-up with Purdue Marion and Associates to get an answer to the question.
- Denise Tanata clarified that those year two goals were still being finalized. She added that the idea with the current social media campaign was a very narrow focus on childcare and funding opportunities. She noted that work was happening to expand messaging to a broader early childhood focus and that an updated social media toolkit should reflect that shift in messaging.
- Dr. Linda Young asked if ECAC and subcommittee members could get calcification about what social media channels were being used. She asked if messaging had been standardized across different social media platforms.
- Denise Tanata answered that part of what Purdue Marion and Associates does is market research and identifying which audiences use which social media platforms, so that target populations can be more effectively reached. She agreed that not everyone is on every social media platform and, as such, an effort has been made to include outreach events as part of the marketing outreach campaign.
- Denise Tanata added that Purdue Marion and Associates had created a marketing report for year one that would be used to make decisions about strategy in upcoming years.
- Jennifer Butler asked that discussion be moved to activity two of Objective 3.2, “Develop maps and/or lists of underrepresented and underserved populations.” She mentioned that some of this work was ongoing with the marketing and outreach campaign. She suggested that as needs assessment regarding mapping could be beneficial.
- Rachel Stepina clarified that a needs assessment exists in a component of the Preschool Development Grant Birth through Five (PDG B-5). She said that PDG B-5 would be contracting with the Nevada Institute for Children’s Research and Policy and that contract is scheduled on the State Board of Examiner’s agenda for September 12, 2023.
- Jennifer Butler briefly mentioned Objective 3.3, “Expand engagement, alignment and coordination of services among all early childhood system providers.” She commented that special attention would be needed to collaborate with the other ECAC subcommittees to achieve this goal.
- Jennifer Bulter asked Denise Tanata about her research regarding Objective 3.4, “Select and implement a centralized intake and referral system to streamline access and utilization of services.”
- Denise Tanata explained that the aforementioned objective overlapped with the goals of the HRSA grant. She said that she had researched referral systems in other states. She suggested that a workgroup be formed to specifically address this specialized goal.
- Rachel Stepina asked Denise Tanata if she could think of any overlap between the centralized intake/ referral system and the common eligibility system conversation that was happening in the ECAC Finance and Policy Subcommittee.
- Denise Tanata answered that these were two distinct systems: the common eligibility system was aimed at individuals while the intake/ referral system was aimed at providers.
- Tiffany Olivas mentioned that she would be tracking which participants indicated interest in joining the workgroup.
- Rachel Stepina introduced Sabrina Jones, ECAC Systems Specialist, and John Giammona Wilber, ECAC Administrative Assistant, to the subcommittee.

### **7. Suggested Budget Needs for the Communications and Engagement Subcommittee**

*(Discussion, For Possible Action)*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

- Dr. Linda Young requested that some funding be allocated for non-social-media communications and engagement tools that could be distributed during community meetings. She suggested business cards and buttons. She also suggested that some funding be allocated to cover fees for ECAC representatives to attend conferences and workshops.
- Jennifer Butler explained that she and Dr. Linda Young would meet and formalize a budget plan before the subcommittee’s next meeting on September 12, 2023.



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- Brianna Cambra suggested that there be a small budgetary item for printing and distributable materials. She noted that in the context of the broader ECAC's policy priorities, the communications and engagement subcommittee should be primarily leveraged for messaging. She asked that work group members be identified to have specific conversations with representatives about policy priorities and that those representatives be aware of the ECAC's social media toolkit and communication strategies.
- Kendra Moore reiterated the need for physical distributable materials to market the ECAC. She mentioned that her company has a team card, slightly larger than a business card, that succinctly delivers the company's messaging.
- Jennifer Butler expressed enthusiasm for the idea of a team card for the ECAC.
- Dr. Linda Young reiterated the importance of the subcommittee acting as the ongoing community engagement wing of the entire ECAC.
- Byron Dondoyano suggested that there be a pillar in the communication plan were all the tabling events that the subcommittee is interested in, and all the events that they have representatives attend, be tracked. He proposed that a system be put in place to track the outcome of ECAC attendance at various community events.
- Dr. Linda Young expressed the critical aspect of face-to-face interaction in community engagements.
- Rachel Stepina suggested potentially adding an activity to the workplan that centralizes identifying resources that already exist within ECAC so that they can be gathered, put in one place, and be made available to the subcommittee as they enact the communications plan.
- Patrice Gardner agreed with implementing Rachel Stepina's suggestion. She noted that the ECAC already has access to various firms' and organizations' collections of communications resources. She commented that organizing these resources would help de-stagnate the implementation of the communications plan.

### 8. Discuss the possibilities of the Communications and Engagement Subcommittee

*(Discussion/Possible Action: 2023-2024 Recommendation of four statewide community events to attend: two in the north and two in the south.)*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

- Jennifer Butler commented that she believed that the Nevada Association for the Education of Young Children (NevAEYC) Statewide Conference (in Reno next year) would be an essential event for attendance. She explained that the event is heavily attended by providers and members of the broader early childhood community.
- Patrice Gardner suggested the upcoming Step Up for Kids event in Clark County. She explained that this would be one of several events that would already have ECAC members in attendance. She suggested putting those attending members in ECAC branded clothing and giving them literature and other branded items to hand out for outreach.
- Jennifer Butler added that while some ECAC members would be attending to represent other organizations and efforts, the message that all of the work is interconnected to meet the needs of children and families would be essential. She requested a one-page ECAC informational be produced.
- Dr. Linda Young suggested focusing on community events that are not specifically dedicated to early childhood. She suggested attending the Dr. Martin Luther King Jr. Parade. She also suggested an ECAC presence at event put on by the Southern Paiute.
- Brianna Cambra commented that it sounded like there was a need to draft a communication strategy. She acknowledged that clear goals regarding attendance at these in-person events had not been identified.
- Dr. Linda Young responded by saying that the community at large wasn't even aware of the basic early childhood services that exist to help those in need. She suggested that basic messaging of resources/services and the existence of the ECAC might be prioritized over an extensive communications plan.
- Jennifer Butler commented that the role of subcommittee members in ECAC communications should be specified to enhance clarity and combat burnout.



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- Patrice Gardner agreed that the community at large was unaware of the ECAC. She suggested that communication and engagement efforts be strategic and intentional in whether they are promoting general awareness of the ECAC or if they are primarily connecting families to resources. She requested that the subcommittee clarify what their ask would be of families that they would be trying to engage at these events.
- Jennifer Butler reiterated a need to clarify communication priorities.

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

*(Discussion, For Possible Action)*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

- Dr. Linda Young explained that the Early Learning Institute would be going state-wide February 23- March 20, 2024. She invited subcommittee members to volunteer to present at this virtual event.
- Jennifer Butler asked if anybody had flyers for this or any other events that they'd like to share for the subcommittee to distribute.
- Denise Tanata shared an informational about Step Up for Kids.
- Jennifer Butler shared that on January 20, 2024, the Southern Nevada AEYC will be holding a Director's Day. She explained that this event would provide childcare directors with intentional leadership training to better their programs. She offered that an ECE mini-conference would be held in Clark County on June 20, 2024. She said that she would share information for both heavily attended events with the subcommittee.
- Ashley Dines, whose daughter won the youth mayor competition last year, shared that the youth mayor competition was a popular and fulfilling experience. She encouraged subcommittee members to share information about the competition with any interested fourth or fifth graders they may know.

### **10. Discuss conferences, workshops, meetings events etc. that members of the Communications and Engagement Subcommittee may want to present or provide information to attendees present at least one event during the calendar year.**

*(Discussion)*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

- Jennifer Butler commented that representatives would be identified from volunteers in the subcommittee, and that they'd be assigned to events once the events get confirmed.

### **11. Discuss Objective 3.1, Identifying Strategies to Incorporate Feedback Loops from Families and Providers**

*(Discussion)*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

- Dr. Linda Young suggested that more attention be paid to the "two-way" portion of Objective 3.1, "Implement a strategic two-way communication plan to engage and connect providers, families, and stakeholders." She commented that the process of information passing from the ECAC to the community and then back to the ECAC should be ironed out, so that relevant parts are not left out of necessary communication. She contended that a balance should be struck between making sure the ECAC has an effective community presence and not overwhelming the volunteer ECAC and subcommittee members.
- Jennifer Butler suggested that the subcommittee connect with Parent Advisory Councils to address these feedback loops. She agreed that if the ECAC was making decisions affecting children and families, families should be involved in the process.





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- Rachel Stepina introduced PDG B-5 team member Nayesdi Badillo, Early Childhood Family Engagement Specialist. She explained that Nayesdi Badillo is working with the Nevada Early Childhood Family Leadership Council and the Children's Advocacy Alliance to address feedback loops and advance how ECCE groups communicate with families.

### 12. Discuss Meeting Agenda Items for next Meeting

*(Discussion, For Possible Action)*

*Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs*

- Jennifer Butler suggested that agenda item eleven remain for the next subcommittee meeting on September 12, 2023, so that Nayesdi Badillo could give an update on her work.
- Nayesdi Badillo mentioned that she'd been looking into the recently announced resource centers in Washoe County. She said she'd identified these resource centers as places for family engagement and would update the subcommittee as she got information from the resource center director.
- Denise Tanata requested that agenda item five be kept for the September 12, 2023 subcommittee meeting.
- Jennifer Butler confirmed that she and Dr. Linda Young would have a list of potential budget items for the subcommittee to review at the September 12, 2023 meeting.
- Kendra Moore commented that she would ask her company if they'd be willing to print flyers for the ECAC.

### 13. Public comment #2

*Public comment will be taken during this agenda item on any matter within the Council's jurisdiction, control, or advisory power. No action may be taken on a matter raised under this item until the matter is included on an agenda as an item on which action may be taken. The Council Chair will impose a time limit of three minutes.*

- No public comment was given.

### 14. Adjournment

- Jennifer Butler adjourned the meeting at 10:31 AM.