



Nevada Early Childhood Advisory Council

NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC)

COMMUNICATIONS AND ENGAGEMENT SUBCOMMITTEE

PUBLIC MEETING

TUESDAY SEPTEMBER 12, 2023

1:00 PM

“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 SUMMARY

1. Welcome, Call to Order, and Roll Call

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

- Jennifer Butler called the meeting to order at 9:01 AM.
- Members in Attendance:
 - Alberto Quintero, Education Programs Professional, Nevada Department of Education, Family Engagement
 - Ashley Dines, Parent Leadership Coordinator (South), The Children’s Cabinet
 - Brianna Cambra, Regional Quality Director, The Children’s Cabinet
 - Carrie Paldi, Supervisor, Creative Kids Learning Center
 - 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
 - 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 Birth-5 Manager, Nevada Department of Education, Office of Early Learning Development
- Members Not in Attendance
 - Ivan Alis Williams, Provider Representative
 - Kendra Moore, Sales Representative, McGraw-Hill Education
 - Maura Snyder, Social Services Program Specialist, Division of Welfare and Supportive Services, Child Care and Development Program
 - Tina Springmeyer, Early Childhood Education Program Director, Washoe County School District
- Public in Attendance:
 - Anna Villatoro, Early Childhood Comprehensive Systems Program Specialist, The Children's Cabinet
 - Barbara Jean, Caseworker, Nevada Rural Housing Authority



Nevada Early Childhood Advisory Council

- 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
- Lynn Purdue, Founder, Purdue Marion & Associates
- Mary Regan, Child Care Resource & Referral Manager, Las Vegas Urban League
- Nayesdi Badillo, Early Childhood Family Engagement Specialist, Nevada Department of Education, Office of Early Learning and Development
- Rosa Tamayo, Parent Leadership Coordinator (North), The Children's Cabinet
- Sabrina Jones, ECAC Systems Specialist, Nevada Department of Education, Office of Early Learning and Development
- Sondra Cosgrove, History Professor, College of Southern Nevada
- Thomas Puckett, Founder, Thomas Puckett Creative

2. Public Comment #1

- Anna Villatoro invited members, on behalf of the Nevada Early Childhood Family Leadership Council, to apply to be ECAC family engagement mentors. She explained that the purpose of this mentorship program is to assist in supporting authentic engagement of the parent and family leaders in the Nevada ECAC. She clarified that this opportunity was open to ECAC members and subcommittee partners. She offered that questions could be directed towards Rosa Tamoyo and Ashley Dines. (Ashley Dines- ADines@childrenscabinet.org; Rosa Tamayo- RTamayo@childrenscabinet.org) (Application- <https://forms.office.com/r/tAsyZ8sJgr>)

3. Approval of Flexible Agenda

(For Possible Action) The Subcommittee will approve a flexible agenda. The Subcommittee may take agenda items out of order; combine two or more agenda items for consideration; remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

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

- Carrie Paldi motioned to approve a flexible agenda.
- Dr. Linda Young seconded the motion.
- All members voted in favor of the motion; none opposed.
- The motion passed unanimously.

4. Approval of August 8, 2023 Minutes

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

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

- Dr. Linda Young motioned to approve the minutes as presented.
- Patrice Gardner seconded the motion.
- All members voted in favor of the motion; none opposed.
- The motion passed unanimously.

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



Nevada Early Childhood Advisory Council

statewide Early Childhood Marketing and Outreach Campaign.

Denise Tanata and Representative, Purdue Marion and Associates

- Lynn Purdue asked to make sure that Tom Puckett got future meeting invites.
- John Giammona Wilber confirmed that Tom Puckett was on the invite list.
- Lynn Purdue asked Denise Tanata if the year-end report had been sent out to ECAC members yet.
- Denise Tanata answered that the report had not been sent out yet. She added that the report would first be sent to the Division of Welfare and Supportive Services for review before being disseminated more widely.
- Lynn Purdue explained that, once available, the report would be shared with the community, legislators, and decision makers. She added that the initial part of the campaign had been extremely successful.
- Denise Tanata added that the link (private) to the report could be shared with the group.
- Lynn Purdue screenshared the report. She explained that the document began with outlining the teams involved in the work:
 - Purdue, Marion & Associates (Lynn's organization)
 - Sumnu Marketing (which does minority outreach in southern Nevada)
 - SW Marketing and Consulting (which does Hispanic outreach in Southern Nevada)
 - Tiffany East Public Relations (which does outreach in Reno/ Washoe County)
 - IC Media Strategy (which does minority outreach in Reno/ Washoe County)
 - Scott Gavorsky Consulting Inc (which does outreach in rural Nevada and with tribal governments)
 - Thomas Puckett Creative (who handles creative strategy)
- Lynn Purdue explained that the full team was made up of all of these companies with Purdue, Marion & Associates as the lead agency.
- Dr. Linda Young asked if Tom Puckett ran his own agency.
- Lynn Purdue answered yes. She added that the team had worked together extensively over the years, most recently on the American Rescue Plan listening tour for the governor and secretary of state, among other statewide campaigns.
- Dr. Linda Young asked, based on the "minority outreach" description, who would be reaching out to the Southern Paiute.
- Lynn Purdue answered that it was Scott Gavorsky and her partner, Bill, who work together with all tribal government efforts. She added that Scott Gavorsky had worked for the last census doing tribal outreach.
- Lynn Purdue explained that the next section of the report concerned research that had been done with parents and in-home providers.
- Lynn Purdue continued by showing that the report detailed aspects of the creative strategy had been decided upon. She added that the report broken down the website and social media toolkit.
- Lynn Purdue explained that the report broke down the creative strategy by audience.
- Rachel Stepina commented that when she had clicked on the link that had been shared, it cautioned that the report opened to an internal view page that said the content was not to be shared externally. She asked to confirm that this was for the subcommittee's internal review and was not to be shared externally.
- Lynn Purdue confirmed that the link was not to be shared outside of the subcommittee. She added that the report detailed the performance results of the campaign.
- Patrice Gardner asked how long the length of the marketing contract was set for.
- Lynn Purdue answered that the next contract was pending, but that it was set to go until the end of 2024.
- Rachel Stepina added that there was a companion contract through the Preschool Development Grant which, while having a slightly different purpose, would still utilize Purdue, Marion & Associates.
- Tom Puckett joined the meeting.
- Lynn Purdue commented that analytics had shown that the campaign was engaged 50 million times, enough to reach every 18- to 45-year-old in Nevada nearly 40 times during the 5 month campaign. She added that there had been an increase in usage of the programs as well. She shared that the report included an extensive outreach partnership list.



Nevada Early Childhood Advisory Council

- Rachel Stepina voiced enthusiasm for the website format of the report and asked if there was also downloadable PDF version.
- Lynn Purdue answered yes, but she advised that when shared the web format be used as the PDF would be incredibly large.
- Lynn Purdue thanked the subcommittee and commented that any questions about the report could be directed to Purdue, Marion, and Associates.
- Tom Puckett explained that the strategy for year two of the marketing campaign would, “represent a sort of extension and expansion of what was started in year one.” He explained that while year one’s campaign primarily concerned the Nevada Child Care Fund, year two would cast a broader net regarding early childhood care and development.
- Tom Puckett added that year two of the campaign would be more web-centric, with the website becoming more extensive, more of a publishing venture, and more of a public-facing resource. He added that research was being conducted on other early childhood websites across the United States and Canada.
- Tom Puckett explained that his team was currently developing a survey which would inform the building of the website.
- Jennifer Butler commented that the results of the campaign during year one were already being felt as applications to the subsidy program had noticeably increased. She added that she wanted to add the contacts detailed in the report to the subcommittee’s master list to continue engagement through the ECAC.
- Lynn Purdue confirmed that she would be sending that contact list to Jennifer Butler.
- Rachel Stepina asked if there was an estimated timeline to produce an updated social media toolkit for year two.
- Lynn Purdue estimated that that would become available sometime after the first of the new year in 2024. She added that the current social media toolkit was still dynamic and being added to as new creative strategies get devised. She added that the homepage of the website linked directly to the social media tool kit (<https://www.nevadachildcarefund.org/>)

6. Review and Discuss Communications and Engagement Subcommittee Workplan

(Discussion, For Possible Action)

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

- Jennifer Butler commented that the first key activity of goal 3 of the workplan (increase capacity to equitably connect families with the early childhood system continuum of care and community at large) was completed by contracting with Purdue, Marion & Associates for a multi-year marketing and outreach campaign.
- Jennifer Butler added that the contract with Purdue, Marion & Associates was about to move into year two. She clarified that key messages to include in the campaign had been successfully identified.
- Jennifer Butler explained that a dynamic master list of stakeholders had been identified to participate in the development of the Communications Plan. She suggested that a survey be developed to identify how these stakeholders would prefer to be communicated with. She asked the subcommittee for ideas about the make-up of this survey and/or if the survey would be necessary.
- Dr. Linda Young suggested utilizing a form of communication that wouldn’t involve videoconference or social media, to account for families with limited technological access and literacy. She suggested in-person introductory meetings to engage with families at community centers like churches.
- Jennifer Butler commented that the Nevada Early Childhood Family Leadership Council group that Anna Villatoro had mentioned earlier already actively conducted in-person parent engagement meetings. She suggested adding discussion about the ECAC’s communication plan at these meetings.
- Sabrina Jones asked if the co-chairs wanted the in-person engagement opportunities identified to be added to the workplan.
- Dr. Linda Young answered yes.
- Jennifer Butler identified having an updated communications plan as a goal for next month’s subcommittee meeting.
- Dr. Linda Young agreed and added that the goal of the communications plan was ultimately to meet the needs of Nevada’s diverse communities.



Nevada Early Childhood Advisory Council

- Patrice Gardner commented that the ECAC is an advisory committee. She added that there should be intentionality behind keeping the Council in its advisory role rather than taking on the direct role of a marketing organization and potentially blurring the lines of responsibility between the ECAC and Purdue, Marion, and Associates.
- Patrice Gardner expressed that the goal of the communication plan should be keeping families informed about the Nevada Early Childhood System, rather than marketing the ECAC itself.
- Brianna Cambra commented, "I agree with Patrice, our role is broad strategic alignment and supporting the larger ECAC body in meeting their communication goals as opposed to a direct service connector."
- Jennifer Butler agreed and added that her understanding was that the communications plan would be an outline of how information would be disseminated to the public regarding the ECAC's initiatives.
- Jennifer Butler commented that, while being mindful of the ECAC's role as an advisory group, there would still be collaboration with other entities as the ECAC's goals align with those of several other stakeholders in the Nevada early childhood space.
- Dr. Linda Young commented that, as an advisory committee, the ECAC should be identifying the most effective avenues to engage the communities it's tasked in supporting and advising Purdue, Marion & Associates in those avenues.
- Brianna Cambra commented that the subcommittee should consider the "places that children and families are that we aren't getting to." She added that children and families already utilizing centers were already definitionally involved with the early childhood system.
- Brianna Cambra suggested broadening outreach during phase two of the communications plan to tap into areas that the ECAC isn't already reaching at its current point.
- Dr. Linda Young conceptualized the role of the communications & engagement subcommittee to "provide checks and balances" on the effectivity of contracted marketing firms' efforts.
- Rachel Stepina suggested that the subcommittee incorporate existing components, such as the social media toolkit or other already existing projects from partners, into the communication plan. She added that as the drivers of the plan, the subcommittee was in control, and while the ECAC may not be the entity implementing every aspect of the communication plan, it remained the entity guiding the plan's implementation.
- Denise Tanata commented that, historically, as the strategic plan was being developed, the role of the subcommittee was to ask, "what do we need to do as a state to improve communication and outreach that will support the broad early childhood community?"
- Denise Tanata clarified that the subcommittee should be identifying what systematic components would need to be in place to enable the early childhood community to have effective two-way communications. She added that the subcommittee was tasked with identifying infrastructure supports across the state to improve communications and outreach across the early childhood sector.
- Jennifer Butler commented that while that subcommittee acted in its advisory capacity, it should be concerned with connecting relevant parts of early childhood communication to ensure a positive direction for the entire system.
- Dr. Linda Young commented that the subcommittee should continue to think about its diversity and equity piece, and that it should recognize that not every community that it is tasked with engaging has the same goals or means of achieving those goals. She reiterated that the subcommittee was responsible for seeing and responding to the needs of diverse communities.
- Patrice Gardner reiterated that focus should be maintained in deciding what initiatives should be included on the plan.
- Rosa Tamayo commented, "This is the passion we hope to share with our family leaders! Please look at the mentorship application if you are able to share your time and expertise with family leaders looking to express their passion just like you."
- Jennifer Butler asked for volunteers who would be interested in working on drafting updates to the communications plan.
- Naysedi Badillo expressed interest in working on drafting updates to the communications plan.

7. Suggested Budget Needs for the Communications and Engagement Subcommittee



Nevada Early Childhood Advisory Council

(Discussion, For Possible Action) Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs

- Jennifer Butler commented that the co-chairs had met with Sabrina Jones and decided that the subcommittee should purchase outreach materials such as a tent, table cloth, and other tabling materials for community events.
- John Giammona Wilber commented that those items had already been ordered. He invited Sabrina Jones to speak on the specifics of those materials as she'd been involved in coordinating the order.
- Sabrina Jones explained that the materials order had been placed and that a date for shipment had been identified.
- Sabrina Jones added that ECAC Chair Tiffany Alston had been involved in the order from VistaPrint. She noted that tee shirts, tabling event items, a table, tablecloths, informational postcards, and other swag had been included in the order.
- Jennifer Butler commented that a need for folders to use in press kits for officials moving the ECAC's work forward during the next legislative session had been identified. She suggested 500 be sent to northern and southern Nevada for use in meetings with legislators and other key officials.
- Dr. Linda Young thanked Sabrina Jones for her help and research in procuring relevant materials.
- Sabrina Jones shared that 33 ECAC tee shirts each would be going to northern and southern Nevada. She added that the order also included 500 ECAC pins, 500 presentation folders, 500 postcards, one tent, and two tablecloths for the north and the south.
- Jennifer Butler commented that this merchandise would be used at community events to inform the public about the ECAC as a whole and get people involved in the early childhood system broadly.

8. Discuss the possibilities of the Communications and Engagement Subcommittee

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 Dr. Linda Young had previously proposed having ECAC members physically present at four major Nevada community events (two in northern Nevada and two in southern Nevada). She asked Dr. Linda Young to speak further about her proposal.
- Dr. Linda Young explained that her proposal intended to present some of the work that the ECAC does to diverse Nevada communities in a formalized way.
- Dr. Linda Young mentioned Martin Luther King Jr. Day events she had attended in southern Nevada as examples of community events that could have an ECAC presence. She described these events as including a Young Dreamers program, a parade, a banquet, and a community program. She suggested signing the ECAC up to table at these events.
- Jennifer Butler asked the subcommittee for suggestions for further events that the ECAC could table at. She mentioned that many subcommittee members were already attending/tabling at Nevada early childhood events in their non-ECAC roles and that it could potentially be easy to include an ECAC presence at events subcommittee members were already familiar with.
- Jennifer Butler added that an ECAC presence could be as simple as bringing the ECAC branded postcards and pins that Sabrina Jones had presented to early childhood events members and partners were already attending. She suggested that Lynn Purdue and Thomas Puckett do the same for events they'd be attending.

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

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

- Jennifer Butler mentioned that there were a few upcoming events that the co-chairs wanted subcommittee help in promoting.
- Jennifer Butler described the 2023 ECE Appreciation Banquet (held at CSN Charleston on Saturday, October 14, between 5 and 9 PM.) The event organizers were still looking for sponsorship for 16 to 20 tables. Tables would include eight seats and



Nevada Early Childhood Advisory Council

cost \$500 apiece (or \$850 per two tables) for sponsorship. Members representing able organizations could staff a table outright or sponsor a table to be made available for ECE community members to attend.

- Jennifer Butler invited those interested in sponsoring a table to reach out to Mary Regan.
- Mary Regan clarified that she was not the primary contact. She encouraged those looking for more information about the event to contact committee chair Mary Beutel (mlb0756@hotmail.com.)
- Jennifer Butler added that there would also be a Step Up for Kids event on Saturday, October 14, at 9 AM.
- Jennifer Butler added that there would be a prenatal to age 3 research summit on Thursday, October 12 at 11 AM.
- Jennifer Butler added that United Way would be holding a Day of Carrying on Friday, September 22. More information could be found on United Way's website.
- Dr. Linda added that the Village Foundation would be holding an Early Learning Institute in partnership with the Nevada Association of School Administrators and the Clark County School District. She commented that attendees could earn 4 continuing education credits. She commented that the virtual event was still looking for presenters, and she invited members and partners to present.
- Byron Dondoyano shared a link to sign up to present at the Early Learning Institute:
<https://app.smartsheet.com/b/form/a7cdd5cc38694217a8fa427e75fbb877>
- Dr. Linda Young added that the Village Foundation would be holding a fundraising event at the JW Marriott on March 2, 2023. She explained that this event would focus on early learning and would be budgeted for 300 to 400 people.
- Denise Tanata recommended adding an activity to the workplan to setup a mechanism for ECAC members/partners to share what events they are attending so outreach efforts could be coordinated across the various entities within the early childhood system - to support coordination/alignment.
- Jennifer Butler agreed and added that events that ECAC partners and members were attending should be added to the calendar on the ECAC's website.
- Brianna Cambra commented that NICRP (Nevada Institute for Children's Research) did good and deliberate work at keeping their community event calendar updated. She suggested potentially setting up the ECAC website to link directly to the NICRP calendar.

10. Follow-up discussion on the possibilities for Communications and Engagement Subcommittee members to attend and present at least one event during the calendar year.

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

- Jennifer Butler reiterated that members and partners should wear multiple hats while attending these community events, one of which should be representing the ECAC as a partner in the early childhood space.
- Patrice Gardner suggested Purdue, Marion & Associates could be asked to add the events discussed to their fliers and calendars as well.

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

(Jennifer Butler and Dr. Linda Young, Subcommittee Co-Chairs, and Nayesdi Badillo, Nevada Department of Education, Office of Early Learning Development)

- Jennifer Butler commented that incorporating feedback loops would be an important aspect to include in the communications plan.

12. Discuss Meeting Agenda Items for next Meeting

(Discussion, For Possible Action)

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



Nevada Early Childhood Advisory Council

- Jennifer Butler suggested that the update from Purdue, Marion & Associates be a standard agenda item.
- Dr. Linda Young suggested that future meeting series' include a month off, perhaps in July, for members and partners to take some time off.
- Denise Tanata clarified that there was nothing in the ECAC's bylaws saying how often subcommittees must meet. The subcommittee meeting schedule would be at the discretion of the subcommittee members and partners.
- Carrie Paldi commented that moving subcommittee meetings to every other month would probably necessitate longer individual meetings.
- Jennifer Butler commented that longer meetings less frequently could be beneficial in digging deeper into particular areas, such as the communications plan. She added that the subcommittee wasn't necessarily seeing forward progress at every meeting and suggested that meetings every other month could be adequate if the time was used strategically.
- Dr. Linda Young added the quality of the meetings should always be prioritized over the quantity.
- Brianna Cambra recommended having a small work group moving through the outlining of the plan, and the committee meets every other month.
- Jennifer Butler suggested adding a calendaring agenda item to next month's meeting where a vote on the best schedule going forward could be put to the group.
- Patrice Gardner cautioned that the introduction of a separate work group does not introduce a walking quorum and violate open meeting law requirements.
- Rachel Stepina added that Sabrina Jones and John Giammona Wilber had been hired to assist the ECAC in achieving its strategic goals. She recommended that their time be leveraged to make sure the work of the subcommittee was lining up with the full strategic plan. She added that the calendar through the end of 2023 had already been established and that all new scheduling would be for after the new year.

13. Announce Local, State and National Early Learning Programs, Workshops and Conferences

(Discussion, For Possible Action)

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

- Rachel Stepina commented that the first Early Childhood Wellness Retreat in northern Nevada would be held on Saturday, September 16. She added that the current registration was about 150 persons.
- Jennifer Butler added that mental health for teachers was especially important. She commented that Clark County School District had seen at least four schools close within the past year.

14. Future Virtual ECAC Communications & Engagement (C&E) Subcommittee Meeting Dates. All 2023 C&E Meetings are scheduled for the second Tuesday of the month at 9:00 AM: October 10, November 14, and December 12.

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

- Jennifer Butler reiterated that in upcoming subcommittee meetings, this agenda item would be used for calendaring for the new year.

15. Public comment #2

- Dr. Linda Young thanked the subcommittee, Sabrina Jones, and her co-chair, Jennifer Butler, for their hard work.
- Jennifer Butler thanked John Giammona Wilber for his administrative support of the ECAC. She thanked everyone for their support of ECE and of the ECAC.

16. Adjournment



Nevada Early Childhood Advisory Council

- Jennifer Butler adjourned the meeting at 10:32 AM.

ACTION ITEMS:

- Update Communications Plan.
- Add an activity to the workplan to set up a mechanism for ECAC members/partners to share what events they are attending so outreach efforts can be coordinated across the various entities within the early childhood system.
- Potentially link the ECAC website's calendar to the Nevada Institute for Children's Research online calendar.
- Request that Purdue, Marion & Associates add the ECAC attended Nevada community events to their fliers and calendars.