



Nevada Early Childhood Advisory Council

NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATIONS & ENGAGEMENT SUBCOMMITTEE **PUBLIC MEETING** **TUESDAY, NOVEMBER 14, 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.”

Meeting Location:

This meeting was held via Zoom videoconference.

MINUTES SUMMARY

1. Welcome, Call to Order, and Roll Call

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

- Jennifer Butler called the meeting to order at 9:02 AM.
- Members in Attendance:
 - Alberto Quintero, Education Programs Professional, Nevada Department of Education, Family Engagement
 - Carrie Paldi, Supervisor, Creative Kids Learning Center
 - Dr. Linda Young, Founder and President, The Village Foundation
 - Jennifer Butler, Quality Assurance Manager, Las Vegas Urban League
 - Kendra Moore, Sales Representative, McGraw-Hill Education
 - Maura Snyder, 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 Birth-5 Manager, Nevada Department of Education, Office of Early Learning Development
 - Rosa Tamayo, Parent Leadership Coordinator (North), The Children’s Cabinet
 - Tina Springmeyer, Early Childhood Education Program Director, Washoe County School District
- Members Not in Attendance:
 - Brianna Cambra, Regional Quality Director, The Children’s Cabinet
 - Danielle Holmes, Operations Manager, The Children’s Cabinet
 - Ivan Williams, Provider Representative
- Public in Attendance:
 - Anna Villatoro, Early Childhood Comprehensive Systems (ECCS) Program Specialist, The Children's Cabinet
 - Ashley Dines, Parent Leadership Coordinator (South), The Children’s Cabinet



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- Elyse Monroy, Government Affairs Manager, Belz & Case Government Affairs
- John Giammona Wilber, ECAC Administrative Assistant, Nevada Department of Education, Office of Early Learning and Development
- Karen Chessell, Education Programs Professional, Nevada Department of Education, Office of Career Readiness, Adult Learning, and Education Options
- Nayesdi Badillo, Early Childhood Family Engagement Specialist, Nevada Department of Education, Office of Early Learning and Development
- Robin Kincaid
- Sabrina Jones, ECAC Systems Specialist, Nevada Department of Education, Office of Early Learning and Development
- Sabrina Schnur, Government Affairs Associate, Belz & Case Government Affairs
- Tiffany Olivas, ECCS Manager 2, The Children's Cabinet

2. Public Comment #1

- No public comment given.

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

- Dr. Linda Young motioned for the approval of a flexible agenda.
- Maura Synder seconded the motion.
- All members present voted in favor of the motion; none opposed.
- The motion passed unanimously.

4. Approval of September 12, 2023 Minutes

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

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

- John Giammona Wilber screenshared the minutes for the subcommittee's review.
- Rachel Stepina commented that work had been done to update and standardize minutes formatting, including adding an action items section and a section for members not in attendance.
- Dr. Linda Young motioned to approve the minutes as presented.
- Patrice Gardner seconded the motion.
- All members present 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 statewide Early Childhood Marketing and Outreach Campaign.

Denise Tanata and Representative, Purdue, Marion and Associates



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- John Giammona Wilber explained that Lynn Purdue was unable to attend the meeting but that she had provided the subcommittee with an update of Purdue, Marion and Associate's recent work:
 - "The Purdue Marion team is fully engaged in the development of the FY2024 campaign. We are working on creative strategy, as well as the accompanying logos and advertising design.
 - The website for this year will be a robust and comprehensive tool for parents to seek all things early childhood development. We have been doing extensive research into how other states have approached their First Five websites and evaluated them for effectiveness and messaging. We are excited about the eligibility portal that South Carolina recently launched, and we've met with them to explore their process, challenges, and successes.
 - We have gone into contract with the same website and portal developer they used, and we feel like we are light years ahead as we learn from their past experiences. Denise has been conducting the research for the eligibility portal, and we are confident that we will launch the site with a good number of programs and resources, which will continue to be added over time.
 - The partner outreach strategy is in development, as well, which will include much of the same action items as last year, with a deeper stakeholder engagement element designed to begin the process of educating the community on the importance of investing in our early childhood system."
- John Giammona Wilber added that Lynn Purdue invited questions to be directed towards her at lynn@purdue-marion.com.
- Jennifer Butler thanked John Giammona Wilber for giving the update and commented that she was excited to see the work that South Carolina had been doing.
- Dr. Linda Young commented that she continued to have concerns about the marketing and outreach campaign would reach community members and families who, for a variety of reasons, do not use the internet.
- Dr. Linda Young added that for community members who do not use the internet, online-only meetings (such as this one being held over Zoom) continued to be inaccessible.
- Jennifer Butler commented that through her experience with the childcare subsidy program, she knew of many families that required dedicated in-person engagement. She added that she hoped Ashley Dines' and Rosa Tamayo's work with the NECFLC would provide avenues for families to ask for support and to advocate for their children.
- Rachel Stepina added website that was being developed by Purdue, Marion and Associates had special attention paid to its mobile interface, as research had shown that it was a common way for families to access resources. She added that for resources like the Common Eligibility Portal, would have dedicated tools available to help with website navigation.
- Rachel Stepina added that the communications & outreach team, with Purdue, Marion and Associates, had been tabling in-person at several community events to engage with families directly and get a more accurate sense of what engagement strategies were needed.
- Dr. Linda Young added that libraries were instrumental in providing necessary tools and training to people who didn't have access to technology or technological literacy. She reiterated that there was still much work to be done to address inequities in technological access.
- Jennifer Butler added that information overload was definitely a barrier in effective communication and that the ECAC would have to make sure that the information it put out was not seen as spam.
- Dr. Linda Young commented that information overload and its effects on attention were an active problem that continued to affect us all. She added that she'd try to have some more relevant articles on information overload available for next meeting.

6. Review and Discuss Communications and Engagement Subcommittee Workplan

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

- John Giammona Wilber screenshared the combined subcommittee workplan.
- Jennifer Butler explained that there were four objectives in the Communications and Engagement Subcommittee Workplan. She added that the first two activities in objective 3.1 (implement a strategic two-way communications plan to engage and



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connect providers) had been completed, and she had seen a noticeable uptick in subsidy applications, indicating that messaging was indeed making it to intended audiences.

- Jennifer Butler reiterated that families were getting connected with the childcare services that they needed and that they were getting good, reliable information on the options and resources that were available to them.
- Jennifer Butler identified the next big piece of the workplan as, “identifying families and providers to participate in the development of the communications plan.” She explained that there was an engaged parent group but that a dedicated communications plan still needed to be drafted. She added that this piece should constitute the key work of the subcommittee during the beginning of 2024.
- Jennifer Butler reiterated the importance of authentic family engagement and evaluating family voices in the development of ECAC communications.
- Ashley Dines commented that, internally, much discussion had been happening around the integration of parents into meetings. She referenced the NECFLC facilitation rubric and noted that there was a statewide effort for a comprehensive parent leadership coalition.
- Ashley Dines suggested organizing a dedicated sit-down with all known parent groups for some time in early 2024.
- Jennifer Butler asked Ashley Dines if she had envisioned this meeting being in-person, virtual, or hybrid.
- Ashley Dines answered that she thought a hybrid model would work best but that a fully online model would probably be most logistically practical. She added that hybrid models tended to produce meetings with intensely different levels of engagement between online and in-person participants.
- Ashley Dines reiterated that the priority in this meeting would be organizing as many people and families as possible.
- Jennifer Butler invited Ashley Dines to share her contact information if she were comfortable taking on a planning role for the proposed meeting.
- Ashley Dines answered yes and gave her own and Rosa Tamayo’s contact information: ADines@ChildrensCabinet.org (Southern NV) RTamayo@ChilrensCabinet.org (Northern NV.)
- Jennifer Butler commented that the communications strategy would need to be finalized in 2024 and that Ashley Dines’ proposed gathering would be a big step towards achieving that goal.
- Jennifer Butler commented that the subcommittee had done review of relevant websites, social media platforms, and related mechanisms for sharing and receiving information from families and providers. She added that that information was available in the master list document.
- Sabrina Jones added that she could share the master list document if anybody was having trouble accessing it.
- Jennifer Butler added that Purdue, Marion and Associates did have a separate list of community partners that still needed to be incorporated into the existing subcommittee master list.
- Jennifer Butler highlighted objective 3.2 (expand engagement, training, and leadership opportunities for underrepresented and underserved populations.)
- Jennifer Butler noted that the first activity of the objective had been completed with the drafting of a vulnerable and underserved populations definition.
- Jennifer Butler asked Rachel Stepina if the Preschool Development Grant was being used in any capacity to develop maps and/or lists of underrepresented and underserved populations.
- Rachel Stepina answered that through the needs assessment in activity one of the Preschool Development Grant, grant funds would be used to go into Nevada communities and discuss needs with vulnerable and underserved populations (the priority populations of the grant.) She clarified that this process would involve mapping vulnerable communities in Nevada in some fashion. She added that her personal preference for conducting this work would utilize a map which would provide more functionality than alternatives (such as a zip code list.)
- Rachel Stepina summarized her answer by reiterating that partial funding did exist in the Preschool Development Grant to work on the mapping activity, but she added that the activity would also be dependent on existing [partnerships and collaborations.



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- Jennifer Butler suggested that the mapping project, in addition to identifying services for families by geography, should be a priority for 2024 (including the development of a strong referral network.)
- Rachel Stepina commented that the agenda for the upcoming general ECAC meeting included an item for the vulnerable populations definition.
- Rachel Stepina commented that that she didn't see the wording of objective 3.2 (expand engagement, training, and leadership opportunities for underrepresented and underserved populations) reflected in the objective's activities. She recommended that 2024 be focused more on the "expansion" piece and less on the "identification" piece.
- Jennifer Butler agreed that the workplan didn't identify any training and leadership opportunities for families. She encouraged the subcommittee to think about specific activities and opportunities for family engagement and training to be added to objective 3.2 of the workplan.
- Jennifer Butler requested that discussion of training activities for the 2024 workplan be added to their next meeting.
- Rachel Stepina commented that she looked forward to discussing ideas for training activities at the next subcommittee meeting.
- Jennifer Butler suggested using a mind map to brainstorm ideas for activities during a Zoom meeting.
- Jennifer Butler highlighted that not much work had been done on objective 3.3 (expand engagement, alignment, and coordination of services among all early childhood system providers.)
- Jennifer Butler highlighted that work had begun on objective 3.4 (select and implement a centralized intake and referral system to streamline access and utilization of services.)
- Rosa Tamayo commented, "We provide our family leaders with some required trainings that support objective 3.2. I would love to send those over along with more information if needed."
- Jennifer Butler commented that Rosa Tamayo sharing that information was welcome and would help track progress and show how the subcommittee was supporting that important work.
- Anna Villatoro asked how, if anybody knew of providers that would be excellent to put in the group, those providers could be connected to the workplan work.
- Jennifer Butler responded that herself, Dr. Linda Young, and Sabrina Jones could be reached by email: Jennifer.butler@lvul.org, linda@villagestarfish.org, and sabrina.jones@doe.nv.gov, respectively.
- Rachel Stepina commented that she wanted to clarify the connections and overlap between the communications & engagement subcommittee and the systems alignment subcommittee. She added that rather than happenstance, the coordination between the two subcommittees should be intentional.
- Jennifer Butler requested that all members of both subcommittees identify themselves. The three individuals in both subcommittees were Rachel Stepina, Ashley Dines, and Patrice Gardner. She suggested that these three lead the alignment efforts between the subcommittees.
- Patrice Gardner commented that the systems alignment subcommittee was currently "in transition." She explained that the subcommittee had recently seen both of its co-chairs step down, and so there was currently a vacancy in leadership that was actively being addressed. She suggested that, once a new chair was identified for the systems alignment subcommittee, time could be dedicated during a leadership subcommittee meeting for the chairs of both subcommittees to iron out the shape of collaboration.
- Rachel Stepina suggested that members of both identified subcommittees come to the next communications and engagement subcommittee meetings ready to discuss collaboration during the subcommittee workplan agenda item.
- Jennifer Butler asked the subcommittee if there was any additional comment on this agenda item.
- Dr. Linda Young added that she, in working with the Nevada Association of School Administrators, Clark County School District, and the Village Foundation, had identified many different opportunities for collaboration. She added that people who were involved in education at any level had an automatic active interest in early learning, as early learning was and is an integral part of closing the achievement gap.



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- Patrice Gardner commented that some of the connections that Dr. Young identified could be utilized to fill some of the vacancies in ECAC seats. She requested that Dr. Young (and anyone else) recommend applying for ECAC membership to any of her eligible and interested connections. She requested that John Giammona Wilber share the link to the ECAC recruitment flyer (<https://nvecac.com/wp-content/uploads/2023/11/ECAC-Recruitment-Flier-1.pdf>).
- Dr. Linda Young mentioned that she would be meeting with the Nevada Association of School Administrators' Diversity, Equity, and Inclusion Committee. She suggested that she herself could act as a conduit between the two groups.

7. 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 commented that no specific events had been identified yet for subcommittee members to attend. She added that she would be attending a NAEYC conference in the spring and expected that a few other subcommittee members would be too. She suggested that attending members could, "wear more than one hat" and attend, in part, as subcommittee members at the event.
- Carrie Paldi commented that she was a NAEYC board member and would be attending the conference.
- Jennifer Butler asked if any other subcommittee members had suggestions for relevant event to attend.
- Rachel Stepina commented that she would be presenting PDG work at the Early Learning Institute and offered to do a plug about its connection to ECAC Communications & Engagement work.
- Patrice Gardner suggested that ECAC representatives attend local NAEYC meetings as well.
- Dr. Linda Young suggested setting an intentional early childhood engagement goal to get a certain number of early childhood advocates connected and working. She suggested setting the goal prior to the Early Learning Institute starting in February of 2024. She added that she was happy to put any engagement messages in her newsletter.
- Tina Springmeyer commented that the Washoe County School District held large-scale events (such as a recent literacy fair that hosted over 300 families.) She asked if the ECAC recruitment flier was available in Spanish, as that would be helpful to have during such events. She offered to have her team do the Spanish translation.
- John Giammona Wilber commented that the flier had not been translated into Spanish yet, and voiced enthusiasm for Tina Springmeyer's effort. He added that once a translation had been done, he would be able to do the remediation and posting piece.
- Rachel Stepina asked Naysdi Badillo if she would be able to take over the translation piece, as doing it internally would probably be faster.
- Naysdi Badillo confirmed that she would be working on translating the flier with Rachel Stepina during their next one-on-one meeting.
- Rachel Stepina shared that she would be giving another presentation at the Early Learning Institute pertaining to language access in early childhood. She added that the development of an early childhood language access plan was a part of the Preschool Development Grant. She added that every resource that the ECAC produced should be available in Spanish.
- Jennifer Butler commented that language access and its expansion was integral to objective 3.2 of the workplan. She suggested that the subcommittee consider adding some language access related key activities to objective 3.2 of the workplan.
- Rachel Stepina spotlighted Rosa Tamayo's work with the NECFLC, highlighting that all meetings were held bilingually. She indicated that the meetings were very successful and typically included more even more Spanish speaking attendees than English speaking attendees.
- Jennifer Butler asked if there was a similar group to Raso Tamayo's NECFLC located in the south.
- Rachel Stepina responded that there was the southern branch of the NECFLC itself which was managed by Ashley Dines. She noted that there was an ongoing effort to increase Spanish speaking representation in the South.



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- Ashley Dines commented that the NECFLC didn't include any monolingual Spanish speaking members. She indicated that a major part of Rosa coming onboard as a NECFLC coordinator was an effort to increase engagement with Spanish speaking families. She requested that anybody interested in working as an amateur interpreter at NECFLC meetings contact her.
- Rachel Stepina commented that she could help Ashley Dines connect with a few groups in Las Vegas who already focus on Spanish supports.
- Ashley Dines shared a Spanish language interest form for the NECFLC:
https://docs.google.com/forms/d/1IJpLYvsJr7JsF3NYIFsM8jc_rYmlbeSg_wvXinzKKjU/edit

8. Identify Strategies to Incorporate Feedback Loops from Families and Providers

Nayesdi Badillo, Nevada Department of Education, Office of Early Learning Development

- Jennifer Butler suggested a potential virtual event to pull families and providers together to directly address feedback loops together. She invited Nayesdi Badillo to speak on more strategies.
- Nayesdi Badillo explained that work was being done to update the Family Engagement Framework, including putting together an advisory committee and updating a toolkit. She added that a major focus of the work was updating the definition of family engagement.
- Nayesdi Badillo requested referrals for any families, particularly those in rural and southern Nevada, who were interested in discussing the present needs they saw in early childhood systems.
- Nayesdi Badillo highlighted her work with Rosa Tamayo at The Children's Cabinet. She explained how she was becoming familiar with the Community Health Works program and looking for opportunities for collaboration and expansion.
- Nayesdi Badillo commented that a critical component to family engagement was relationship building, a process which by nature was time consuming. She highlighted that a major component of the work was direct intentional face-to-face conversations with families. She added that she agreed with Dr. Young about how a lot of the work of engagement simply couldn't be done virtually.
- Jennifer Butler asked for clarification as to who would be on the advisory committee that Nayesdi Badillo alluded to.
- Nayesdi Badillo responded that invitations had been sent out to individuals who were identified as community leaders. These invitations also encouraged referrals.
- Jennifer Butler requested that Nayesdi Badillo's updates about this work be kept as a standing agenda item on future subcommittee meetings.
- Nayesdi Badillo confirmed that she would be giving standing updates and indicated that the subcommittee should expect updates related to the NECFLC soon.
- Rachel Stepina added that there were family engagement incentives available for participation in ECAC meetings. She asked Tiffany Olivas to confirm if the incentives were also available for participation in subcommittee meetings. She added that there were Preschool Development Grant incentives available for family engagement along with another funding stream dedicated to provider and workforce support.
- Tiffany Olivas confirmed that there were gift cards purchased and earmarked to support family participation at both general ECAC and subcommittee meetings.
- Rachel Stepina added that the emphasis on family engagement came from the true belief that parents and guardians are themselves experts.

9. Discuss Meeting Agenda Items for Next Meeting

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

- Jennifer Butler noted that the upcoming subcommittee meeting was set to be the last meeting for 2023. She requested the subcommittee members voice any items beyond standing items (or new items that they wished to be standing items) for the next agenda.



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- John Giammona Wilber added that he was intentionally transitioning to a system where the first draft agenda's for upcoming meetings would be decided during the present meeting. He reiterated that any agenda items that subcommittee members wanted on the next agenda should be voiced immediately.
- John Giammona Wilber clarified that the request for a standing update from Nayesdi Badillo was already captured. He added that this was in addition to regular standing agenda items like roll call, public comment, minutes, and flexible agenda approval.
- Rachel Stepina commented that an update on the statewide early childhood marketing and outreach campaign should also remain a standing item. She voiced appreciation for John Giammona Wilber having an update to present from Lynn Purdue in her absence.
- Anna Villatoro suggested having a parent or provider spotlight as a standing agenda item to recognize participating families and providers.
- Jennifer Butler agreed with Anna Villatoro's suggestion to make a parent/provider spotlight a standing agenda item.
- John Giammona Wilber asked if there were any items the subcommittee would care to intentionally strike from the agenda.
- Jennifer Butler suggested striking the agenda item for announcing upcoming programs, workshops, and conferences, explaining that necessary updates would come throughout the rest of the meeting.
- Jennifer Butler voiced an intention to cut "fluff" from the agenda and to focus on intentional things like facilitating Ashley Dines' proposed family engagement meeting.
- Rachel Stepina asked if it would be a requirement for families and providers to be invited to the next meeting for this agenda item.
- Jennifer Butler clarified her intention for the next meeting to include the planning aspect as opposed to running family engagement sessions.
- Patrice Gardner agreed. She asked if the subcommittee would care to continue meeting monthly in 2024 or if there was a preference to switch to a once-every-other-month schedule.
- Jennifer Butler commented that this was a perfect transition to the next agenda item.

10. Discuss Scheduling of Future Communications & Engagement (C&E) Subcommittee Meeting Dates. (Moving to Bi-Monthly Schedule)

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

- John Giammona Wilber commented that other ECAC subcommittees had voiced their intention to move to a once-every-other-month schedule.
- Jennifer Butler agreed that a once-every-other-month schedule would be preferable. She asked the subcommittee if they would prefer to meet during even or odd numbered months.
- Dr. Linda Young voiced a preference for the odd numbered months. She also suggested a break during summer to intentionally provide subcommittee members with an opportunity to take a vacation.
- Jennifer Butler reiterated Patrice Gardner's suggestion that subcommittee meetings be scheduled during opposite months from general ECAC meetings.
- Patrice Gardner recognized that this suggestion could mean cramming five subcommittee meetings into one month. She suggested that such a frequency of meetings could be overkill and that scheduling should be intentional of members' time.
- Rachel Stepina clarified that, currently, the five subcommittees each had meetings scheduled monthly in addition to the general ECAC meetings.
- Dr. Linda Young reiterated her request for a summer break to be scheduled.
- Jennifer Butler suggested that she, Dr. Young, Sabrina Jones, and John Giammona Wilber could put together a poll to gauge the subcommittee's scheduling preferences.



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11. 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.

12. Adjournment

- Jennifer Butler adjourned the meeting at 10:29 PM.

Selected Action Items

- Begin planning dedicated parent group sit-down as suggested by Ashley Dines.
- Incorporate Purdue, Marion and Associates' list of community partners into the existing subcommittee master list.
- Brainstorm opportunities for family engagement training events.
- Incorporate family engagement trainings into 2024 subcommittee workplan.
- Use leadership subcommittee meeting to formalize collaboration between the chairs of the communications & engagement and systems alignment subcommittees.

One Sentence Summary

- The subcommittee reviewed and discussed their outreach plan, their workplan, and ideas for increased family engagement and partner collaboration going into 2024.