



Nevada Early Childhood Advisory Council

NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC) COMMUNICATION & ENGAGE SUBCOMMITTEE **PUBLIC MEETING** **MARCH 12, 2024** **9AM**

“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 will be held via Zoom video conference:

Minutes Summary

1. Welcome, Call to Order, and Roll Call

Jennifer Butler, Subcommittee Co-Chairs

Jennifer Butler called the meeting to order at 9:02 AM.

Members in Attendance:

- Jennifer Butler, Quality Assurance Manager, Las Vegas Urban League
- Carrie Paldi, Supervisor, Creative Kids Learning Center
- Kendra Moore, Sales Representative, McGraw-Hill Education
- Maura Snyder, Social Services Program Specialist, Division of Welfare and Supportive Services, Childcare and Development Program
- 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
- Brianna Cambra, Regional Quality Director, The Children’s Cabinet

Members Not in Attendance:

- Danielle Holmes, Operations Manager, The Children’s Cabinet
- Ivan Williams, Provider Representative
- Mia Pace, Education Programs Professional, Nevada Department of Education, Office of Early Learning Development
- Tina Springmeyer, Early Childhood Education Program Director, Washoe County School District
- Ivan Alis Williams, Provider Representative

Public in Attendance:



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- Anna Villatoro, Early Childhood Comprehensive Systems (ECCS) Program Specialist, The Children's Cabinet
- Ashley Dines, Parent Leadership Coordinator (South), The Children's Cabinet
- 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
- Sabrina Schnur, Government Affairs Associate, Belz AND Case Government Affairs
- Tiffany Olivas, ECCS Manager 2, The Children's Cabinet
- Denise Tanata, The Children's Cabinet
- Tiffany East, North Oversight, Purdue & Marion Association
- Thomas Puckett, Marketing and Research, Purdue, and Marion Association
- Jenna Grant, LSWC
- Molly Moser, CCDF

2. **Public Comment #1**

Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on the agenda as an item on which action may be taken. The Co-Chairs may impose a time limit of three minutes. Public Comment #2 will provide an opportunity for public comment on any matter within the Subcommittee's jurisdiction, control, or advisory power.

- No Public Comment.

3. **Approval of Flexible Agenda** (*Discussion for Possible Action*)

The Subcommittee approved 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 Subcommittee Co-Chairs*

- Patrice Gardner motioned to approve a flexible agenda.
- Brianna Cambria seconded the motion.
- No opposition.
- The motion for a flexible agenda was approved.

4. **Approval of November 14, 2023, Minutes** (*Discussion, For Possible Action*)

The Council discussed and approved the minutes.

Jennifer Butler, Subcommittee Co-Chair

- Kendra Moore motioned to approve the November 14, 2023, minutes.
- Patrice Gardner second the motion to approve the minutes.
- No opposition.
- The motion carried.

5. **Acknowledgement of Subcommittee Co-chair and vacancy.** (*Discussion for Possible Action*)

The subcommittee recognized the former co-chair and discussed vacancies.

Jennifer Butler, Subcommittee Co-Chair



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- Jennifer Butler informed the subcommittee that Dr. Young was unable to continue as co-chair but remains a member of the General ECAC, creating a vacancy.
- Rosa Tamayo offered to serve as the co-chair and has completed a commitment form.
- Rachel Stepina explained that the full ECAC need to vote to change the bylaws so that non-appointed members of the ECAC can serve as co-chairs. This item is on the agenda for March 20th at the General ECAC meeting.
- Jennifer Butler mentioned we will wait to recommend someone for the co-chair after the General ECAC meeting.

6. Update on the Statewide Early Childhood Marketing and Outreach Campaign *(Discussion/Information)*

Tom Puckett from Purdue Marion and Associates provided a brief overview of the statewide Early Childhood Marketing and Outreach Campaign.

Representative, Purdue Marion, and Associates

- Tom Puckett presented an update on the marketing campaign during the meeting and shared outreach materials and information.
 - The primary television production for the campaign featuring 15 Nevada kids has been completed.
 - Materials for the campaign are being produced for online and outdoor use.
 - The campaign aims to drive people to www.first5nevada.org
 - The 'coming soon' page has already been published on the website to provide information about the campaign.
 - Registration and description of the www.first5nevada.org are in progress, along with registering people for the newsletter.
 - The entire website is expected to launch in early April.
 - Tom Puckett encouraged the members to visit the website, bookmark the site, and register for the newsletter to aid in SEO.
 - The media department is focusing on search engine marketing to improve visibility.
- Tiffany East presented on Nevada Early Childhood Marketing Campaign.
 - The marketing campaign aims to inform and engage various audiences, including family, community, business leaders, elected officials, and parents.
 - The campaign aims to educate people about the importance of early childhood development and support.
 - The key messages and calls to action are targeted towards parents.
 - The benefits of non-profit services are highlighted, and parents can learn how to use the website.
 - The campaign will be launched during the week of the young child, on April 6 through 12th.
 - The team will use a series of social media posts and content to share and inform.
 - Throughout the year, they will meet with various people and participate in different community events.
- Jennifer thanked Tom Puckett and Tiffany East for sharing and expressed her excitement for the full launch.

7. Review and Discuss Communications and Engagement Subcommittee Workplan *(Discussion/for Action)*



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Jennifer Butler, Subcommittee Co-Chairs

- Jennifer Butler led the discussion on the subcommittee's work plan, focusing on developing a communication plan to engage the community in all activities. She shared that there is a basic template for the plan, and the following meetings will be used to deep dive into it.
- She discussed the importance of parent engagement and agreed that there should be a sit-down with the parent committee that Ashley Dines is involved in.
- Jennifer Butler asked for feedback on the spreadsheet and how to improve communication plans. She mentioned social media, websites, a list of communication tools, service partners, and national organizations focused on childcare. She noted that the committee would like to continue to work with Ashley Dines and Nayesdi Badillo to get more feedback from parents.
- Brianna Cambria suggested outlining a high-level agenda for messaging, including objectives, frequency, audience, and the recipients of the messaging.
- Rachel Stepina, in response, raised the idea of creating an ad hoc to execute this work and discussed the necessary action steps.
- Jennifer Butler, acknowledged adding an ad hoc or subgroup, agreed to its formation for a thoughtful work plan. She assigned Sabrina the task of creating a doodle poll for the ad hoc committee schedule.
- Denise Tanada explained the open meeting guidelines for creating an ad hoc and referred to the ECAC bylaws.
- Rachel Stepina mentioned that the poll would be distributed to the volunteers.
- Brianna Cambria suggested sending a form to the entire subcommittee to gather points they'd like to include in the communication plan.
- Jennifer Butler agreed that the agenda should intersect with other subcommittees and ensure their inclusion in the whole group.
- Rachel Stepina recommended adding this discussion back to the agenda for further review.
- The following volunteered in the chat to participate in the ad hoc, (Jennifer Butler, Patrice Gardner, Rosa Tamayo, Brianna Cambria, Jenna Grant).
- The following volunteered in the chat to lead an ad hoc committee (Nayesdi Badillo, Rachel Stepina)

8. Identify Strategies to Incorporate Feedback Loops from Families and Providers *(Discussion/Information)*

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

- Nayesdi Badillo reported the Birth to 12 family engagement initiative prioritizes family involvement and feedback, conducting monthly committee meetings over six months. She added that the most recent session took place on February 29th and included 36 attendees, nine of whom were family members.
- Nayesdi Badillo reported engagement with twelve participants, including three parents. She mentioned that this would enhance feedback, the initiative educates participants on the framework, facilitates group discussions, and offers English and Spanish webinars.
- Nayesdi Badillo thanked the interpreters Anna Villatora and Rosa Tamayo.
- Nayesdi Badillo included that diversifying platforms and methods improve family participation and feedback.
- Nayesdi included.
 - Content will be available online, with plans for a follow-up meeting.
 - Strategies to accommodate busy family schedules are being considered for an upcoming conference.



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- Maintaining communication and understanding availability are vital for fostering relationships and feedback.
- Efforts are underway to enhance accessibility and clarity in information dissemination.
- Collaboration with community partners and engagement with other parent groups aim to provide inclusive support.
- The initiative strives for equal access, actively involving parents who may not typically participate.
- Rachel Stepina mentioned expanding beyond the engagement framework to incorporate an Early Childhood perspective and create a toolkit for parents.
- Rachel Stepina added we aim to foster more reciprocal partnerships and relationships and provide leadership and training opportunities for parent involvement.
- We also aim to identify feedback loops for inclusive and bidirectional communication.
- Rachel Stepina emphasized the importance of engaging parents in transforming how we approach racial equity.
- Rachel Stepina added that seeking feedback from them is crucial for our preschool development grant work and early childhood partnerships statewide. She included that the subcommittee's input on integrating ideas with focus groups to include diverse parental perspectives will aid Ashley Dines and Rosa Tamayo in nurturing parent leadership. She emphasized collaboration is key, and we value feedback on our progress.
- Patrice Gardner asked if the times for those meetings vary and inquired about the schedule.
- Nayesdi Badillo acknowledged receiving feedback, noting the difficulty of morning meetings.
- Nayesdi Badillo mentioned the committee is working on improving communication by recording sessions in both English and Spanish, which are then posted on YouTube.
- They are also exploring ways to expand their reach, including hosting after-hour events to encourage more families.
- Rachel Stepina emphasized the need to offer alternative engagement methods besides scheduling meetings and to consider participant preferences.
- Rachel Stepina included that participants who can't attend meetings can complete surveys or review documents.
 - Parents, community partners, and stakeholders have suggested various ways they can contribute, which should be analyzed to create opportunities for involvement.
- Rachel Stepina added that they should accommodate preferences such as texting over email. She continued that this inclusive approach is an essential addition to our strategy.
- Patrice Gardner suggested reconsidering the ECAC meeting times to engage parents better. She added that feedback suggests exploring weekend meetings instead of evenings. She explained to truly engage parents, we must be open to change.
- Patrice Gardner continued that she and Tiffany are discussing strategic planning for the ECAC and aiming to work with parent engagement initiatives.
- Jennifer Butler mentioned the committee's focus is on early childhood businesses.
 - Using the committee email lists, it is possible to distribute surveys and flyers to connect parents with peer learning groups. It is possible to inform them of the group's existence and their interest in parental feedback.
- Parents can attend meetings or sign up to assist, engaging a larger group of parents.



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- Denise highlighted an opportunity to align the outreach campaign, ensuring it reaches parents statewide. She mentioned the website functions, and it is available in English & Spanish and mobile friendly. She emphasized that the committee does have some control of the content.
- Nayesdi Badillo suggested clear goals before proceeding with the audit. Identifying objectives will help groups move forward and engage families.
- The Parent group involves diverse individuals and uses our website traffic to enhance engagement.
- Brianna Cambria mentioned she values the current website structure; we would want to expand parents' level of involvement.
 - Parents can start with the 'Get Involved' section, it also includes signing a pledge, providing feedback, or attending a meeting. A list of affiliated councils would provide options for engagement.
 - The committee could add summaries of each group's goals and target audience, including families with special needs or from multilingual households.
 - Using Nevada's First Five as a resource hub could be beneficial, but we must clarify categories for easier navigation.
- Brianna Cambria suggested partnering with groups like Cub Scouts, Boy Scouts, and PTAs to reach female audiences. She added that coordinating with a regional leadership team member could help gather substantial feedback from a large audience engaged with these groups.
- Nayesdi Badillo added the family engagement framework includes an advisory committee of community members and professionals.
 - We plan to incorporate Family Voices into our plans and seek family feedback. Representatives in areas with low attendance will be monitored and reconnected.
- Rachel Stepina mentioned the PDG initiative for grassroots family organizations, including PTA, parent groups, Boy Scouts, and Girl Scouts.
 - The initiative aims to connect with these groups to build a Nevada family engagement network, enhance connections, and recognize leaders. It encourages integrating with other groups to reinforce a robust connection system through family engagement.

9. Discuss Meeting Agenda Items for Next Meeting (*Discussion, For Possible Action*)

Jennifer Butler, Subcommittee Co-Chair

- Jennifer Butler opened the discussion for the upcoming meeting.
- The following suggestions were made for the upcoming meeting.
 - Nominate and appoint a new Communication and Engagement Co-Chair.
 - Follow-up on appointing an Ad hoc committee to develop a comprehensive communication plan.
 - Continue the discussion on Strategies and Feedback Loops from families and providers.
 - Scheduling an evening meeting to include parents.

10. Discuss Scheduling of Future Communications & Engagement (C&E) Subcommittee Meeting Dates.

(Moving to Bi-Monthly Schedule) (Discussion/ For Possible Action)

The subcommittee reviewed and acted upon the results of the scheduling survey.

Jennifer Butler, Subcommittee Co-Chairs

- Jennifer Butler reviewed the scheduling survey with the subcommittee to vote on a new schedule for the year.



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- The subcommittee voted to meet every other month following this meeting, on the second Thursday of the month at 9 am, with no opposition.
- Jennifer Butler suggested that the ad hoc can meet in between and explore who on the committee can meet in the evening. She also suggested inviting parents and compensating them for their attendance and asked the committee to keep this option on the table.
- Carrie Paldi added that they could meet in the evening every other meeting, and she would be willing to do so.
- Patrice Gardner suggested intentionally ensuring families attend and having a representative participate in the NECFLC community to encourage attendance.
- Jennifer Bulter stressed the importance of advertising the meetings to parents.
- Carrie Paldi suggested adding something meaningful for parents to make them want to attend.

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 the agenda as an item on which action may be taken. The Council Chair will impose a time limit of three minutes.

- Janelle Nance offered the opportunity for others to attend the monthly meeting for the Child Advocacy group. She would be happy to extend an invite to anyone who is interested in sharing or attending. This is an opportunity to share with parents. Our parents are strong advocates for young children.

12. Adjournment:

Jennifer Butler adjourned at 10:40am

Action Items:

- Vote or appoint ad hoc members to create ECAC business communication plan.
- Send a doodle poll to Ad hoc volunteers.
- Create an Ad hoc agenda.
- Continue the discussion to include parents.
- Appointing Communication and Engagement Co- Chair
- Connect with the full ECAC to ask subcommittees if there are objectives that the communication and engagement can help integrate into the communication plan. Follow up at the General ECAC meeting and a questionnaire.

One Sentence Summary

The subcommittee discussed developing a communication plan process, identifying strategies to incorporate feedback loops from families and schedules, and filling a co-chair vacancy.