



NEVADA EARLY CHILDHOOD ADVISORY COUNCIL (ECAC)
COMMUNICATION & ENGAGEMENT AD HOC COMMITTEE
PUBLIC MEETING
August 27, 2024, 10am- 11am

*“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 video conference

AGENDA

1. Welcome, Call to Order, and Roll Call

Brianna Cambra, Communication and Engagement Ad Hoc Committee Member

- Brianna Cambra started meeting at 10:04am
- Sabrina Jones conducted roll call

Members in Attendance: (5)

- Nayesdi Badillo- Early Childhood Family Engagement Specialist, Office of Early Learning and Development, Nevada Department of Education
- Abbey Bernhardt- Youth Press, National Alliance of Mental Illness, Nevada
- Brianna Cambra, Regional Quality Director The Children’s Cabinet
- Jamie Mendez – Early Childhood Workforce Specialist, Office of Early Learning and Development, Nevada Department of Education
- Denise Tanata Early Childhood Comprehensive Systems Advisor The Children’s Cabinet

Members not in Attendance: (3)

- Jennifer Butler, Communication & Engagement Co-Chair
- Patrice Gardner, HeadStart Collaboration, Office of Early Learning Nevada Department of Education
- Rachel Stepina, PDG B-5 Grant Manager, Office of Early Learning Nevada Department of Education

Public in Attendance: (3)

- Sabrina Jones- Early Childhood Advisory Council Systems Specialist, Office of Early Learning and Development, Nevada Department of Education
- Brandi Hearst Early Childhood Advisory Council Administrative Coordinator, Office of Early Learning and Development, Nevada Department of Education
- Karen Chessel- Department of Welfare and Supportive Services

2. Public Comment #1

Public Comment 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 Committee’s jurisdiction, control, or advisory power.

Brianna Cambra, Communication and Engagement Ad Hoc Committee Member

- No comment



3. Approval of Flexible Agenda (Discussion for possible Action)

The Committee 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.

Brianna Cambra, Communication and Engagement Ad Hoc Committee Member

- Abbey Bernhardt motioned to approve Flexible Agenda
- Jamie Mendez seconded motion
- Members unanimously voted, motion carries, Flexible Agenda approved

4. Business Communication Plan (Discussion for Possible action)

The subcommittee developed an ECAC communication business strategy plan.

Brianna Cambra, Communication and Engagement Ad Hoc Committee Member

- Brianna Cambra: This plan is for creating categories to broadly define goals
 - Who is our audience?
 - Let's pick 3 or 4 of our BIGGEST audience contributors
 - Create an itemized communication action plan
- Jamie Mendez- Casinos, Warehouses such as Panasonic are big for the community/ business audience
- Brianna- Parents of young children is an audience
 - Is ECAC feeding information to First 5 for newsletter or website?
- Jamie Mendez- When I was teaching, I didn't have any idea about ECAC
- Karen Chessel- I will be at the Nanny event working and I Can help if you want to get a table
- Brianna-New people in the ECE field, have no idea all of the resources that we have here like ECAC
- Nayesdi- Are we looking at how we are getting communications out?
 - Are we also looking into how we are retaining them.
 - Once we bring them, how do we keep them coming?
- Brianna- This work is really large we need to:
 - Inform, Recruit, Retain
 - Break into sections, each section is a goal
 - The first 3 months lets focus on informing community
 - Using information from General ECAC and Subcommittees.
 - Have a goal of what we need to look for,
 - How can we recruit people?
 - Since all 3 audiences are big, we need to keep them separate
- Nayesdi Badillo- Great approach-we are all on the same page. Maybe we could get a timeline for a big picture
- Jamie Mendez- I agree
- Karen Chessel- I agree
- Sabrina Jones- How do we want to communicate ECAC at the October 5th, Step up for Kids event
 - What do we want to put out there?
- Jamie Mendez- We can pass out flyers or post cards
- Nayesdi Badillo- I've seen flyers a while ago as I translated them
- Brianna Cambra- Shared Communication Graphic on screen
 - Audience is who we look at first, so we know what tactics to use.
 - Objectives- what are we trying to accomplish?
 - Informing- Inform/Recruit/Retain- how do we tell people what the Ecac does?
 - What communication activities do we use for each group of people
 - Tactics- What are we trying to say and how do we say it?
 - Parents of young children



- Professionals (Early Childhood workers, Education)
- Businesses (community/stakeholders/)
- Where do we want to start?
- Jamie Mendez- Parents
- Brianna Cambra-First thought is why don't they know or understand why they should want to know what ECAC is
- Jamie Mendez- My thoughts are the exact same.
 - Bringing awareness of ECAC, why join the ECAC
 - Opportunities to participate.
- Brianna Cambra - The approach is how do we engage the audience
- Nayesdi Badillo- Is a parent group the same as parent engagement?
- Brianna Cambra- Yes- it's just different verbiage
- Nayesdi Badillo- There are many parent groups that don't identify as "Family Engagement" but are already doing it.
- Brianna Cambra- Make flyers for each audience group
 - Have one flyer "ECAC helps parents and providers with this
- Sabrina- Lets have it at the next meeting and I will email to Ad Hoc members
- Brianna- How do we create more streamline messaging on home page
 - Using YouTube to create online welcome video to parents
 - Identify Statewide Parent groups
 - What Social Media is audience using
 - Connect with Family Engagement office for recommendations
 - Review Website for navigation and feedback-Have focus group to review landing page

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

The Committee discussed agenda items.

Brianna Cambra, Communication and Engagement Ad Hoc Committee Member

- Brianna- Add use of template for Masters Events workbook (Master List)
- Nayesdi- Can we add to clarify what Ad Hoc and Subcommittee jobs are
- Sabrina- We need to schedule the next meeting, are you meeting monthly or every other month?
- Brianna- Sabrina can you send a poll so we can set a date that works for most people
 - Bi-Monthly meetings
 - Meeting until our goals are met, this is temporary

6. Public Comment #2

Public comment 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 Committee will impose a time limit of three minutes

- No Comment

7. Adjournment

- Brianna Cambra adjourned meeting at 11:03am
 - **3 Action Items**
 - Solidify Meeting dates and times
 - Clarification of what Ad Hoc does vs Subcommittee
 - Create Flyers and handouts for 3 big audiences identified
 - **One Sentence Summary:**

As the was the first Ad-Hoc meeting, members gathered to begin clarifying what they want to do within the Committee as well as what goals they would like to see accomplished and how to reach the 3 big audiences of Nevada.