



**Nevada Early Childhood Advisory Council (ECAC)
Communication and Engagement Ad-Hoc Committee**

Public Meeting
Tuesday, March 18, 2025
1:30pm-2:30pm

“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 is held via Zoom tele-conference. To join us, click [HERE](#)

Meeting ID: 857 2777 7291

Passcode: 218602

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MEETING MINUTES

1. Welcome, Call to Order, and Roll Call

Dr. Nance, Communication and Engagement Chair

- Dr. Nance called meeting to order at 1:30pm
- Brandi Hearst conducted roll call.

Members Present

1. Nyesdi Badillo, Family Engagement Specialist, Office of Early Learning, Nevada Department of Education
2. Abbey Bernhardt, National Alliance on Mental Illness, Nevada Chapter
3. Patrice Gardner, ECAC Vice Chair
4. Jamie Mendez, Workforce Specialist, Office of Early Learning and Development, Nevada Department of Education
5. Dr. Nance, Co-Chair Communication Ad Hoc
6. Denise Tanata, Policy and Finance Co-Chair

Members Absent

1. Brianna Cambra, Co-Chair Communication Ad-Hoc
2. Rachel Stepina, PDG B-5 Grant Manager, Office of Early Learning and Development, Nevada Department of Education

Public Present

1. Brandi Hearst, ECAC Administrative Coordinator, Office of Early Learning and Development, Nevada Department of Education
2. Sabrina Jones, ECAC Systems Alignment Specialist, Office of Early Learning and Development, Nevada Department of Education
3. Darby Porter, Nevada Library Systems

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 Comment

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

The Ad Hoc Committee approved a flexible agenda. The Committee 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.

Dr. Nance, ECAC Communications and Engagement Co-Chair

- Patrice Gardner motioned for a Flexible Agenda
- Denise Tanata seconds
- Members voted unanimously, motion carries



4. Approval of Minutes from February 18, 2025 *(Discussion for Possible Action)*

The Ad Hoc Committee approved February 18, 2025, Minutes.

Dr. Nance, ECAC Communications and Engagement Co-Chair

- Abbey Bernhardt motioned for an approval of February 18, 2025 Minutes
- Jamie Mendez seconds
- Members voted unanimously, motion carries

5. Ad-Hoc Communication Plan- Parent Engagement Focus *(Discussion for Possible Action)*

The Ad Hoc Committee continued developing strategies for a Communication Plan, focusing on Parent Engagement.

Dr. Nance, ECAC Communications and Engagement Co-Chair

- Dr. Nance recapped the last meeting notes on the Parents of Young Children Audience Communication goals.
- Dr. Nance asked the Committee their thoughts on having 2 people listed per activity to be responsible for getting the messages we have identified to First 5 promotions.
- Denise Tanata suggested subcommittee delegate someone to report key messaging to First 5, and can help once key messages are reported
- Dr. Nance identified the need to keep this item ongoing within Executive Leadership and other Subcommittees to keep communication updated
- Denise Tanata suggested having a list by end of Quarter 2 and integrating promissory messaging to Executive Leadership, use structures already in place to get messages to public.
- Patrice Gardner suggested adding this to the Executive Leadership meeting so we can collect this information on an ongoing basis and sharing the key communication points to share with First 5
- Dr. Nance asked if there is a list of parent engagement groups that we have already or if anyone knows if one in other Subcommittees.
- Nyesdi Badillo explained the Family Engagement initiatives happening now, asking for contacts in the community of groups or agencies that engage families even if they are not self identified as "family engagement" specifically, adding there is \$2000 through PDG B-5 and suggested adding an incentive encouraging families to participate
- Dr. Nance asked how we could keep the incentives going after December 2025 and that we should compensate families for their time given if attending meetings.
- Dr. Nance requested Nyesdi Badillo share her list of agencies for the Ad-Hoc Communication Plan
- Nyesdi Badillo said she would email the list over once she converts it to an accessible format for everyone when she has the contacts of each agency.
- Dr. Nance describes the goal of a parent focus group reviewing the website for community navigation
- Denise Tanata suggests keeping messaging information within the ECAC so that there is consistency
- Patrice Gardner suggested Sabrina Jones and Brandi Hearst support this activity, with a goal of end of Quarter 3 having this completed.
- Dr. Nance discusses the YouTube channel being utilized and adding a Welcome Video.
- Denise Tanata suggest keeping this for after key messages are identified so that we highlight the messages agreed upon
- Dr. Nance agrees and suggests the welcome video should include what we do and why we need support.
- Patrice Gardner asked Sabrina Jones if the Purdue Miriam contract would cover video editing and creation
- Sabrina Jones passed the question to Denise Tanata
- Denise Tanata explained that Purdue Miriam could do the production as they do for First 5, follow up with Rachel Stepina to ask about budget for the video production.
- Patrice Gardner requested this to be put on follow-up so we can circle back to Rachel Stepina with funding and contracts.
- Dr. Nance suggests the Communication and Engagement Subcommittee take this activity and create a Master Event Spreadsheet, include all of the Subcommittees



- Denise Tanata explained there is a calendar on the ECAC website that is connected to NICRP, the problem is people weren't updating their information
- Dr. Nance asked if ECAC could have a presence at events, sharing the events with other partners, allowing for supporting community events.
- Denise Tanata suggested having an ECAC tool kit for partners to use easily when at events
- Dr. Nance noted completion of this activity by end of Quarter 3.

6. Ad-Hoc Communication Plan- Professional Focus *(Discussion for Possible Action)*

The Ad-Hoc Committee reviewed Sectors within the Early Childhood System, beginning to focus on strategies for an ECAC Communication Plan for Parent Engagement.

Dr. Nance, ECAC Communications and Engagement Co-Chair

Denise Tanata, Policy and Finance Co-Chair

- Denise Tanata reviewed the sectors of the Early Childhood Systems and looking at entities who are not involved, invite them to subcommittee meetings and build rapport
- Patrice Gardner describes that we want people to come and feel they belong, having a way to engage with the members as that was a problem in the past
- Denise Tanata said Dr. McCallister applied to be on the ECAC and doesn't know what happened, but it never came to fruition and would love to come and discuss the Priorities and engage with the General ECAC or Subcommittees.
- Dr. Nance brought up engaging the maternal health priorities and looking at the goal of Systems Alignment Sector Gap activity, reaching out to those wanting to be involved.
- Sabrina Jones suggests not wasting the families or representatives' time and having the families discuss concerns as the Department heads at the meeting seeing the message and reaching out to help and engage with the families.

7. Agenda Items for Ad-Hoc Meeting on April 15, 25 *(Discussion, For Possible Action)*

The Ad-Hoc Committee added agenda items for the April 15, 2025 meeting.

Dr. Nance, ECAC Communications and Engagement Co-Chair

- Repeat Agenda item #6
- Brandi Hearst- Reach out and follow up with Rachel Stepina re: funding for video production -Agenda Item 5
- Work with First 5 for events document, Denise Tanata to have template to us by next meeting on 4.15.25

8. 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 Co-Chairs will impose a time limit of three minutes.

Dr. Nance, ECAC Communications and Engagement Co-Chair

- Darby Porter, Nevada Library Advisor, introduced herself and her position at the library explaining that libraries have a big part of the Early Childhood system and wants to connect with the ECAC and join Subcommittee's

9. Adjournment

Dr. Nance, ECAC Communications and Engagement Co-Chair

- Dr. Nance adjourned meeting at 2:30pm

• One Sentence Summary:

The Committee discussed various ways to reach parents and families, delegated activities to Brandi Hearst and Sabrina Jones to help progress goals, as well as planning collaborations with First 5 Nevada.



• **3 Action Steps:**

1. Denise Tanata to create a template for Committee to review by next meeting, 4.15.25 for First 5 Events
2. Brandi Hearst to reach out to Rachel Stepina to discuss if there is funding available to support creating a " Welcome Video" for the YouTube Channel.
3. Sabrina Jones and Brandi Hearst to begin reviewing ECAC website and plan action steps to keep it easy to navigate and updated visually and informative with current happenings.