



**Nevada Early Childhood Advisory Council (ECAC)
Communication and Engagement Ad-Hoc Committee
Public Meeting
Tuesday, April 15, 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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MINUTES

1. Welcome, Call to Order, and Roll Call

Dr. Nance, Communication and Engagement Chair

Brianna Cambra, Communication and Engagement Ad-Hoc Co-Chair

- Brianna Cambra started meeting at 1:33pm
- 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. Brianna Cambra, Co-Chair Communication Ad-Hoc
4. Patrice Gardner, ECAC Vice Chair
5. Jamie Mendez, Workforce Specialist, Office of Early Learning and Development, Nevada Department of Education
6. Dr. Nance, Co-Chair Communication Ad-Hoc
7. Denise Tanata, Policy and Finance Co-Chair

Members Absent

1. Rachel Stepina, PDG B-5 Grant Manager, Office of Early Learning and Development, Nevada Department of Education

PUBLIC IN ATTENDANCE

1. Brandi Hearst, ECAC Administrative Coordinator, Office of Early Learning and Development, Nevada Department of Education
2. Sabrina Jones, ECAC Systems Specialist, Office of Early Learning and Development, Nevada Department of Education
3. Darby Porter, State Library System
4. Dana Preece, Birth- Third Grade Specialist, Office of Early Learning and Development, Nevada Department of Education
5. Amy

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 Subcommittee’s jurisdiction, control, or advisory power.

- No Comment

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

The Ad-Hoc Committee will vote to approve 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 Communication and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad-Hoc Co-Chair

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

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

The Committee approved March 18, 2025, minutes.

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad-Hoc Co-Chair

- Patrice Gardner motioned for an approval of March 18, 2025 minutes
- Jamie Mendez seconds
- Brianna Cambra abstains, was not at last meeting
- Members voted unanimously, motion carries

5. Communication Plan: Parent Engagement *(Discussion for Possible Action)*

The Committee reviewed the Parent Engagement Focus of the Communication Plan created last month and add any updates or new ideas from members.

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad-Hoc Co-Chair

- Brianna Cambra reviewed the communicating plan and the 3 action steps from last meeting, and asked the committee about the Welcome Video action item
- Brandi Hearst responded that Yes she did talk to Rachel Stepina and emailed the conversation details to Dr, Nance, Patrice Gardner, Sabrina Jones, Denise Tanata and Brianna Cambra and will go back to resend the information so that everyone has a chance to review and move forward with the action step accordingly. Rachel Stepina did offer some suggestions to keep it low budget and is willing to look into costs and budgeting once we answer some of the questions she presented to Brandi Hearst.
- Brianna Cambra happy that it is a real possibility to create the video and moved to the key messaging action item, asking if there are any updates.
- Denise Tanata will create a new template for the Executive Leadership meeting to announce explaining the key messaging and guidelines for each subcommittee to understand what the “ask” is. Add we need to make it clear what they are supposed to do.
- Patrice Gardner asked for Brianna Cambra and Jamelle Nance to present the idea and explain the purpose of the template at next meeting.
- Brianna Cambra explained that she doesn’t think we would need to vote and approve a template for use for this item and Patrice Gardner agreed.
- Denise Tanata requested to keep this on the Executive Leadership agenda for May and she will have the template ready to share at that meeting to help explain the request, we can adjust template as needed.
- Brianna asked about the Website action item and if we have an update on that
- Brandi Hearst replied that Sabrina Jones, Kate Pflughoeft and herself are currently in discussions on taking this action item and Brandi Hearst requested adding to the Executive Leadership meeting agenda to discuss what ECAC will want as far as themes, colors, fonts, unnecessary information etc. and then Sabrina Jones and Brandi Hearst can work on



the website one page at a time to deliver the ECAC members vision of the website, keeping it accessible to parents and visually stimulating.

- Brianna Cambra expressed her excitement for this item, shared that she does not think that this subcommittee alone needs to “gate-keep” the website theme and asked members to discuss.
- Dr. Nance agreed that the Communication Subcommittee does not need to approve the website themes and colors and to have this on the next agenda in May as well.

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

The Committee strategized engaging Professionals in the Early Childhood System to add to the communication plan, discuss the newly created First 5 Event Template for outreach, in person events and partner engagement.

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad-Hoc Co-Chair

Denise Tanata, Policy and Finance Co-Chair

- Dr. Nance described the Systems Alignment Subcommittee activity that is showing the sectors and what gaps are represented or not represented at the ECAC.
- Brianna Cambra asked if anyone would be able to connect with Tiffany Olivas to ask if she can share that information and any documentation with us
- Abbey Bernhardt volunteered to connect with Tiffany Olivas and ask about sharing data and information found with Sector Survey
- Brianna Cambra asked members if they had any more ideas of how to communicate to the professionals of Early Childhood System
- Jamie Mendez suggested creating a flyer for the ECAC to use to communicate to the Professionals of Early Childhood and spread them within the QRIS teams, Nevada Registry, and other agencies that often see the workforce and can promote us.
- Brianna Cambra suggested to hand flyers off to Brandi Hearst and Kate Pflughoeft to work on rebranding according to General ECAC approved theme colors fonts etc. after content is agreed upon.
- Denise Tanata brought up that some people don't know what flyers we are referencing as not everyone was a part of the co-hort
- Dr. Nance suggested we do a presentation on the publications that were created at the June Communication and Engagement Subcommittee meeting to have everyone's feedback.
- Patrice Gardner brought up a new idea of notifying people when they should start “pushing the red button” and advocating for Early Childhood needs, such as a digital bulletin board, advocacy calls, include budget updates and legislative news that effect Nevada families and Early Childhood workforce.
- Dr. Nance requested to add her name to the above activity as did Denise Tanata.
- Denise Tanata suggested that we add to the template to show various audiences and their key messages and further explained the Outreach template, how to track the information for outreach events, review details as a group, decide which events to attend, prioritize the events, which audience s targeted and then tracking the outcomes and deliverables of the event, ECAC can track social media posts, potential partnerships, opportunities at organizations, media or printed publications, contact information and so forth.
- As time is out, Brianna Cambra directed questions from members to be emailed to Brandi Hearst.
- **Link to Google document:**
<https://docs.google.com/spreadsheets/d/16KRU1b4vgJlay8UA4GMq9nkbhqL2JEC37roqO-PsWGU/edit?sp=sharin>



7. Agenda Items for Ad-Hoc Meeting on 5.20.2025 *(Discussion, for Possible Action)*

The Committee added agenda items for the May 20, 2025 meeting.

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad-Hoc Co-Chair

- Primary: Review materials for action item on Professional Audience Communication Plan
- Review and continue with Agenda Item #6 from this meeting

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 the 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

Brianna Cambra, Communication and Engagement Ad-Hoc Co-Chair

- No Comment

9. Adjournment

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad-Hoc Co-Chair

- Brianna Cambra adjourned meeting at 2:30pm

One Sentence Summary:

The Ad-Hoc Committee reviewed the new template for tracking outreach projects and outcomes, as well as completing and adding updates to Parent Audience Communication plan, as well as starting to plan for the professional audience.

3 Action Steps:

1. Brandi Hearst to resend email communications to Co-Chairs, ECAC Chair and Vice Chair, and Rachel Stepina, Denise Tanata and Sabrina Jones in regard to the Welcome Video conversation updates.
2. Denise Tanata volunteered to create a new template for Executive Leadership meeting to explain the request of key messages from each Subcommittee.
3. Abbey Bernhardt to connect with Tiffany Olivas and ask about the sector results and possibility of sharing the new data.