



**Nevada Early Childhood Advisory Council (Nevada ECAC)
Communication and Engagement Subcommittee**

Public Meeting
Tuesday, May 13, 2025
9:00am – 10:30am

“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.”

Location: This meeting is held via Zoom tele-conference, click [HERE](#) to join

MEETING ID: 868 3754 9809 **PASSCODE:** 493811 **Can't log in to Zoom?** Click [HERE](#) for directions

MINUTE SUMMARY

1. Welcome, Call to Order, and Roll Call

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Dr. Nance started the meeting at 9:06am
- Brandi Hearst conducted roll call

MEMBERS PRESENT

1. Laura Brown, Monitoring and Compliance Coordinator, Acelero Head Start
2. Brianna Cambra, Provider Support Director, The Children’s Cabinet
3. Edith Farmer, Child Care Facilities Supervisor, Department of Welfare & Social Services
4. Patrice Gardner, ECAC Vice Chair
5. Jerek Hough, Source Academy
6. Jamie Mendez, Early Childhood Workforce Specialist, Office of Early Learning and Development, Nevada Department of Education
7. Dr. Jamelle Nance, Communication & Engagement Co-Chair
8. Maura Snyder, Department of Welfare and Social Services, Regional Coordinator for the North
9. Rachel Stepina, PDG B-5 Grant Manager, Office of Early Learning and Development, Nevada Department of Education

MEMBERS ABSENT

1. Kendra Moore, Sr. Partnership Director, McGraw Hill Education
2. Carrie Paldi, District Manager, Learning Care Group
3. Tina Springmeyer, Child and Family Services Director and Nevada Pre-K Standards Coordinator, Washoe County School District

PUBLIC PRESENT

1. Nyesdi Badillo, Family Engagement Specialist, Office of Early Learning and Development, Nevada Department of Education
2. Ashley Dines, Family Engagement Specialist, The Children’s Cabinet
3. Brandi Hearst, ECAC Administrative Coordinator, Office of Early Learning and Development, Nevada Department of Education
4. Sabrina Jones, ECAC Systems Specialist, Office of Early Learning and Development, Nevada Department of Education
5. Janice Lee, Pyramid Model
6. Darby Porter, Nevada Library Systems
7. Dana Preece, Birth – 3rd grade Specialist, Office of Early Learning and Development, Nevada Department of Education
8. Savannah Valenzuela, The Children’s Cabinet
9. Anna Villatoro, Family Engagement Specialist, The Children’s Cabinet

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*) **2 minutes**

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.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Brianna Cambra motioned to approve a Flexible Agenda
- Patrice Gardner seconded motion
- Members voted unanimously, motion carries

4. Approval of January 14, 2025 Meeting Minutes (*Discussion for Possible Action*) **5 minutes**

The Subcommittee approved January 14, 2025, Meeting Minutes .

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Jamie Mendez shared that on agenda item #8, Denise Tanata's title was missing.
- Brianna Cambra motioned to approve Meeting Minutes with above edit
- Maura Snyder seconds motion
- Members voted unanimously, motion carries

5. Communication Co-Chair Vacancy (*Discussion, Possible Action*) **6 minutes**

The Subcommittee discussed the vacancy and potential nominees and next steps.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Dr. Nance opened this topic up for nominations and discussion
- Jamie Mendez offered to apply for co-chair, however Patrice Gardner explained that she will need to apply for ECAC membership first as Dr. Nance is also not a member
- Darby Porter announced that she is a General ECAC Member via chat,
- Sabrina Jones and Brandi Hearst to reach out and ask if Darby Porter would like to apply
- Laura Brown asked what the role entails
- Dr. Nance explained that she too is just learning, however she believes this role is to help with facilitating the meetings and guide the member through the work plan, the biggest piece is someone who is "all in" as a co-chair.
- Sabrina Jones let everyone know the process to apply, noting that one of the co-chairs has to be an ECAC member appointed by the Governor.

6. Updates from Communication Ad-Hoc (*Discussion, Informational*) **5 min**

The Subcommittee was updated by the Ad-Hoc on their work and progress and discuss goals and timelines set, Subcommittee members to continue to advise, delegate, and/or clarify current events and next steps as needed.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

Brianna Cambra, Ad -Hoc Co-Chair

- Brianna Cambra explained the updates:
 - Ad-Hoc has identified 3 audiences: parents of young children / families, professionals, the general community
 - Brandi Hearst and Sabrina Jones to review website through lens of a new person, what does it look like through the eye of the public? Website changes-make it uniform and easy to navigate
 - Ad-Hoc is looking at the gaps in the Systems Alignment, Abbey Bernhardt will be sharing information with that Subcommittee
 - Ad-Hoc wants to Purdue and Marion to review our information and brand of the Nevada ECAC, everything published or pushed through ECAC is consistent and identifies the Nevada ECAC.
 - Create a current news or bulletin page like fFrst Five, Children's Advocacy Alliance and NICRP as examples.
 - Goal of the Ad-Hoc is to be a communication arm of the ECAC, the ECAC is representatives of our system.



- Ad-Hoc to have defined activities planned in a few months

7. Publication Material Review (Discussion for Possible Action) 10 minutes

The Subcommittee explored a previous publication created within the First 5 Leadership Cohort to decide if they can utilize them as templates for new publication ideas brought up by the Ad-Hoc.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

Brianna Cambra, Ad-Hoc Co-Chair

- Dr. Nance explained that the Leadership Cohort made publication samples at the end of their sessions
- Brianna Cambra shared that the Executive Leadership committee had suggested the templates that were created involving community stakeholders involved in Early Childhood System (ECS).
 - Explained the idea of this project was to create an initial “Hello” for new people, with a brief welcome, who is in the ECS,
 - What ECS entails, involving families, community, health professionals, educators, etc.
 - Pamphlet goes into an invitation for people to feel welcomed to join us as “thought partners” and a “child champion”
 - Give an overview of the ECAC in general.
 - Where to start? Big consumer education websites like First Five, Nevada Child Care, and Strong Start Services Center
 - Add some bigger strategic plans and data tools: fiscal maps and OELD data.
 - Ends with resources and a quick cheat sheet on participating in public meetings, guiding through questions such as:
 - Who does the open meeting law apply to?
 - What is considered a meeting?
 - What is quorum?
 - How does a member of the public participate?
- Dr. Nance explained that this could also help with self-paced orientation
- Patrice Gardner loves these ideas, ECAC team to review and add to Canvas platform, also could help with new members as meetings are overwhelming if you have never been a part of one
- Patrice also shared wanting to use this at the Strategic Planning Retreat
- Dr. Nance shared that Rachel Stepina wrote in chat asking if PDG B-5 funds are to be used for marketing and brands
- Rachel Stepina explained the branding and getting the templates before PDG funds are out, currently using the Purdue Marion agency for reports and administrative tasks, such as the last 2 annual reports (2024 and 2023)
- Dr. Nance asked if there is a timeline
- Rachel Stepina answered that we need to spend by December 30, 2025
- Dr. Nance asked to add this to the Ad-Hoc agenda to get the communication discussion started
- Naysedi Badillo suggested more graphics as this pamphlet is very wordy.

8. Outreach and Event Tracking Template (Discussion, Informational) 7 minutes

Subcommittee reviewed the template created to track partners, event details and contacts for various outreach opportunities and activities in Nevada, members will have the opportunity to add information as applicable.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair and Brianna Cambra, Ad-Hoc Co-Chair

Link: <https://docs.google.com/spreadsheets/d/16KRU1b4vgJlay8UA4GMq9nkbhqL2JEC37roqO-PsWGU/edit?usp=sharing>

- Dr. Nance introduced the Outreach Template, describing that it is for coordinating events, as there are numerous opportunities to get ECACs message out, why ECAC is important, adding to make sure not to book events when someone else is having one, to know what each subcommittee is participating in, what messages are spoken, etc.
- Savanna Valenzuela introduced herself and offered to help with this Subcommittee, will be working with Denise Tanta on outreach events.
- Dr. Nance explained this tool is used for planning, speaking to the correct audience, being organized and intentional
- Sabrina Jones shared we could get the attendees contacts and use for recruiting.
- Dr. Nance referenced Dr. Linda Young and her support for ECAC showing up in the community
 - Next steps:



- Determining who maintains this document
- How often do we update, how do we maintain this tool?
- Patrice Gardner asked if there is a way to identify the target audience and identify groups that are not represented as much and being a part of those community events
- Brianna Cambra brought up the fact that we need to make it easy for everyone to use and access
- Brandi Hearst shared that she could use the template and transfer to the Google forms if that is preferred, and would need to know who to share to, who can use, who can edit or view
- Nayesdi Badillo asked what the goal is of the template, if this tool is for tabling events and recruiting
- Brandi Hearst described the template as being a networking tool, building contacts and see where we have been and what worked well, where was good turnout what didn't work
- Nayesdi Badillo asked if we are already tracking where people find out about the meetings and also added since we are catering to both educators and families, are we offering incentives for families to come, that helps families feel they are wanted and welcomed.
- Dr. Nance thought that could be a good idea and suggested talking about that during the family engagement agenda item
- Sabrina Jones shared that we have a lot of communication tools and can all be available on the website as well so everyone can access them and we can share all of the items and flyers that we have so that the Communication and Engagement subcommittee would be the group that would be in charge of keeping everything up to date.
- Brianna Cambra brought up the possibility of needing roles in this Subcommittee
- Sabrina Jones shared that we are putting together an action plan for the tasks that take place and that we will need to start delegating tasks soon.
- Brandi Hearst to share the template and the infographic from Agenda Item 7 to ALL members and ask for feedback and create a file for each Subcommittee to have access to their documents and links.

9. Discuss New ECAC Toolkit (Discussion for Possible Action) 10-15 minutes

The Subcommittee discussed part of the new Nevada ECAC Tool Kit and have the ability to ask questions to gain further understanding of its uses.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair with Sabrina Jones, ECAC Systems Specialist

- Sabrina Jones shared the Tool Kits she has been working on:
- **ECAC Family Friendly Tool kit**- purpose, explain what the ECAC is, helpful guide to support parents and caregivers
- What are the advantages for parents? Be an advocate, participate, share voices, stay informed, network with others
- Patrice Gardner asked if this is a flyer or a video or ?
- Sabrina Jones shared that this would be a PDF that could live on websites or be a resource tool for parents who share with us
- Brianna Cambra described as it is for parents, she suggests adding a lot of graphics and digestible content
- Jamie Mendez asked if the early childhood terms are defined in this tool kit?
- Sabrina Jones liked that idea and noted the suggestion
- Anna Villatoro suggested being specific with how to participate: add parent spotlight, public comment, actively engaged
- Jamie Mendez asked if the “Why should parents get involved?” is this supposed to be “How?”
- Sabrina ones described there is a Why and a How
- Jamie Mendez suggested those two sections should be placed together
- Sabrina Jones shared that this is just content and needs to organize for a good flow
- Nayesdi Badillo asked how we are getting the “Buy in” as if I cant see the members and I’m not being “reflected” as nobody looks like me or I see there are others like me, that could be a draw for parents to feel comfortable and their voice matters, suggesting to add real members pictures to website.
- Sabrina Jones asked if that is a testimony from other families or parents?
- Nayesdi Badillo shared this is where we could use some of those wonderful groups like the First Five Nevada Leadership Council and the Children's Advocacy Alliance, sharing with the parents that their voice matters.





10. Strategize Family Inclusion with First 5 Nevada (Discussion for Possible Action) 7-10 minutes

The Subcommittee discussed about possible opportunities to collaborate First 5 Nevada with this ECAC Subcommittee and Family Partnerships statewide to encourage family involvement

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Dr Nance explains her strategy for family inclusion by allowing them to see early stages of documents like the Welcome tool.
- Anna Villatoro shared that they would like to share it to our Family leaders
- Dr Nance would also like to share to her family groups
- Nayesdi Badillo suggests holding specific sessions and incentivizing parents to give feedback, \$100 for each family members or individuals who want to attend and give feedback.
- Sabrina Jones to send email of tools to Co-Chairs.

11. Work Plan Review (Discussion for Possible Action) 10 minutes

The Subcommittee will review workplan in July, then update accomplishment, decide on action steps for goal achievement.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Tabled to July Meeting

12. Agenda Items for July 08, 2025, Meeting (Discussion for Possible Action) 10 minutes

The Subcommittee added agenda items for the upcoming meeting on July 08, 2025

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Membership Tool Kit
- Work Plan Review/Formatting
- Overview May Meeting
- Nevada Coordinated Intake and Referral
- Parent Tool Kit feedback (Brianna's infographic) from members
- Dr. Nance asked if there is a timeline for this
- Patrice Gardner said there is no timeline they just want feedback
- Nayesdi Badillo asked if we could look into the funding for Sabrina and Brandi, is there other grants or fundraising
- Patrice Gardner said we are allowed to accept funds and we can definitely look at options, through NRS this is a mandated group with no funding so we can accept funds.
- Event outreach tool review and updates

13. Upcoming Meetings (Informational) 0 minutes

- Data and Evaluation Subcommittee: 5.15.25 1:00pm
- Communication and Engagement Ad Hoc: 5.20.25 1:30pm
- Systems Alignment Subcommittee: 5.28.25 1:00pm
- Executive Leadership Subcommittee: 6.03.25, 11:00am
- Policy and Finance Subcommittee: 6.12.25, 1:00pm
- Communication and Engagement: 7.08.25, 9:00am
- General ECAC Meeting: 7.16.25, 9:00am

14. Public Comment #2 (Discussion for Possible Action) 6 minutes

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- No comment



15. Adjournment

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Dr. Nance adjourned the meeting at 10:30am

• One Sentence Summary:

The Subcommittee had valuable discussions about the outreach tool, offering incentives for families to join us, how to help new members, new ECS professionals, and new parents feel more welcome and wanting to stay, also discussed possibility of needing to have roles in subcommittees if funding not found to keep administrator staff.

• 3 Action Items:

- Brandi Hearst to create and share Communication Subcommittee file on drive with docs
- Brandi Hearst to email members of subcommittees the Welcome flyer for feedback
- Sabrina Jones to email Chairs the tools / tool kits
- Sabrina Jones to email Darby Porter, see if interested in applying for Communication and Engagement Co-Chair
- All members welcome to look for grants and other funding sources to save the administrative staff positions

