



Nevada Early Childhood Advisory Council

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

Public Meeting
Tuesday, August 19th, 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.”

Location: This meeting is held via Zoom.com. To join us, click [HERE](#)
Meeting ID: 857 2777 7291 **Passcode:** 218602 Click [HERE](#) for help with Zoom

Meeting 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 1:34pm and conducted roll call

MEMBERS’ PRESENT

1. Abbey Bernhardt, Co-Chair Systems Alignment
2. Brianna Cambra, Co-Chair Communication Ad-Hoc
3. Patrice Gardner, ECAC Vice Chair
4. Jamie Mendez, Early Childhood Workforce Specialist, Office of Early Learning and Development, Nevada Department of Education
5. Dr. Nance, Co-Chair Communication Ad Hoc
6. Denise Tanata, Co-Chair Policy and Finance

MEMBERS ABSENT

1. Nayesdi Badillo, Family Engagement Specialist, Office of Early Learning, Nevada Department of Education
2. 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. Candace L. Vaughn, Department of Child and Family Services
3. Darby Porter, Youth Services Consultant, Nevada Library Systems
4. Jennese Black, Education Programs Professional, Nevada Department of Education
5. Kelly
6. Patty West, Employee Training, 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 Comments #2 will provide an opportunity for public comment on any matter within the Committee’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 Communication and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair

- Abbey Bernhardt motioned for a Flexible Agenda
- Jamie Mendez seconded the motion
- Members voted unanimously, motion carries

4. Approval of Minutes from July 15, 2025 (*Discussion for Possible Action*)

The Committee approved July 15, 2025, minutes.

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair

- Patrice Gardner motioned for approval of July 15, 2025 Minutes
- Jamie Mendez seconded the motion
- Members voted unanimously, motion carries

5. Early Childhood Surveys and Review (*Discussion for Possible Action*) **7 min**

The Committee completed the Strategic Planning Retreat and Sectors survey.

Brandi Hearst, ECAC Administrative Coordinator

- Brianna Cambra invited Brandi Hearst to lead this agenda item.
- Brandi Hearst reviewed the purpose of the survey being to find dates that work for the majority of the ECAC / Subcommittee Members that would like to participate to be able to plan the retreat.
- Members who have not yet taken the survey were able to access the survey and complete it.

6. Finalizing the Communication Plan (*Discussion, for Possible Action*)

The Committee reviewed audiences with Communication Plan and finalize the document to prepare for Executive Leadership meeting presentation in September.

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair

- Brianna Cambra went over the entire Communication Plan and asked the Members if they are ready to bring this ad hoc back to the regular Communication and Engagement Subcommittee as most of the activities have been completed.
- Families from a focus group gave feedback, suggested we remove the end of the infographic talking about leadership and “extra” words, and instead explain the purpose of each meeting and why parents would want to go
- Brianna Cambra also asked how much we should meeting, if we are going to keep offering an Ad Hoc
- Denise Tanata explained that to not put too much effort into that activity as the strategic planning is about to start
- Jamell Nance shared that she thinks the Ad Hoc would be still in play and that this meeting could be quarterly or bi-monthly to check in and keep the activities moving forward
- Patrice Gardner agreed suggesting quarterly meetings as priorities will change with a new strategic plan
- Philanthropic donors, policy makers, legislatures, the decision makers is the last audience to discuss in the communication plan.
 - Goal is to increase awareness, interactions, opportunities
- Brianna Cambra reviewed ECAC Messaging template and reminded members that this is for the subcommittees, after branding has been decided, subcommittees identify their tasks activities and goals to then create key messages
- Introduce to other subcommittees after new strategic plan is approved
- Ask the question "What potential barriers may occur?" and "What are possible solutions?"
- Brianna Cambra asked the Committee members if there’s anything we should be thinking through in terms of tasks or ways to support on behalf of the larger ECAC?



- Consider our website and marketing materials-Being understood by the community in general?
- How can we invite the audience to events?
- Dr. Nance asked for clarification on the question
- Brianna Cambra rewarded and explained by asking:
 - Do the materials make sense?
 - would you understand what we are looking at if we didn't know Early Childhood or aren't parent?
 - How are they (policy makers etc) invited to events?
 - How do we identify early childhood champions?
 - Who's identifying them?
 - Who are they telling?
 - Are we expressing that in our materials?
 - Is it our role?
- Patrice Gardner agreed it is ECAC priority and implied the ECAC won't be able to move forward without decision makers/policy makers on the ECAC Board.
- Denise Tanata expressed the need in identifying what we want them to do.
 - What is the ask?
 - We talk about them when neither is a bill, but when we are talking about Early Childhood champions what do we want policy makers to do?
 - Is there specific engagement opportunities?
 - We need to figure out how to get them to understand why early childhood is important. And once they know why, what do we want them to do about it? That's why we Drop the ball.
- Dr. Nance agreed with Denise Tanata and brought up a big piece of communication is knowing who you are first, so we need to identify who the ECAC is and identify the ECAC relationship with that audience member
- Jenese Black- Noted the Child Advocacy Alliance, is very clear about their messaging and that helped her understand what they were all about without having to know much about it, also identifying the level of commitment expected.
- Brianna Cambra mentioned the Communication Subcommittee making the initial interaction with audience members then introducing them to the relevant subcommittee to get the key messages to the right people.
- Patrice Gardner was brought up that we struggle with the is legislatures making these decisions and not understanding our systems at all, it falls on deaf ears, so we need to invite them to the ECAC to learn about it
- Denise Tanata backed that statement and added we need a very clear specific strategy for the Communication plan and suggested we send the annual report to EVERY legislature not just the Governors office as we don't know if it is being read at all, so let's be proactive.
- Brianna Cambra stated the key stakeholder list is a priority of the Communication Subcommittee to keep updated and relay the information to their subcommittees
- Dr. Nance and Denise Tanata brought-up the early childhood sectors not including this specific audience and that also affected them and their choices for each sector to choose from.
- Brandi Herst mentioned bringing this feedback to Tiffany Olivas so she can look to these ideas and update where necessary
- Brianna Cambra suggested using key stakeholder lists and the sector lists and collaborating with the Systems Alignment Subcommittee to identify the gaps and what roles the key stakeholders have within the sectors.
- Brianna Cambra may invite Systems Alignment Co-Chairs to the next meeting of the Ad Hoc.

7. Video Production and Marketing Updates *(Discussion for Possible Action)*

The Committee to review updates on PMA Marketing team provided

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair



- No updates , keep on agenda for September
- Patrice Gardner updated that the PDG funding is on board and may be able to get a little more funding than we expected
- Brianna Cambra requested Patrice Gardner give an update at September meeting

8. Agenda Items for September 16, 2025 Meeting (*Discussion, for Possible Action*)

The Committee will decide on Agenda Items for the September 16, 2025 meeting.

Dr. Nance, ECAC Communications and Engagement Co-Chair

Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair

- Key Stakeholder List- Brianna Cambra may invite a Systems Alignment member to discuss
- Ad Hoc schedule after September Schedule
- Review current tools- How to communicate that to other subcommittees

9. Member Updates and Share-Outs (*Discussion, Informational*), 5 min

To keep the Public Comment agenda item specific as a public space to comment, Members of The ECAC and/or its Subcommittee have this agenda item for announcements or items to share with the members and the Council.

- Skipped due to time

10. 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 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.

- No comment

11. Adjournment

- Brianna Cambra adjourned meeting at 2:31pm

• 3 Action Items

- Brandi Hearst to bring feedback regarding sectors to Tiffny Olivas
- Brianna Cambra to discuss with Systems Alignment Co-Chairs and invite to next meeting
- Patrice Gardner to update this Subcommittee in September if there are PMA updates

• **One Sentence Summary:** This Subcommittee was able to discuss and finalize the Communication Plan, reviewing the needs of the marketing tools and what we need to have in hand to help legislatures understand what ECAC is and importance of Early Childhood overall.