

## ECCLA

### Communication Committee

February 19, 2009

Updated the group on the discussion with Susan Steele from the Temple Hoyne Buell Foundation in regards to a public engagement campaign and the foundation's interest in funding such for a state-wide message.

Kansas has developed a very effective Public Engagement Campaign with the slogan "Is It Good for the Kids?" A public relations firm (marketing firm) a cohesive unified message, so we are not creating confusion with various messages. Other examples are the "Pink Ribbon" for Breast Cancer Awareness/Research and "Got Milk?" It is a coherent message..... a slogan on which local communities could build and personalize. Key stakeholders we can collaborate with as we look at a cohesive message are: ECCLA, Colorado Children's Campaign, Qualistar, CDHS, CDE, CDPHE, Lt. Governor's Office, CAEYC, EC Summit..... Some of these groups are working on the same issue around public engagement and marketing.

Recommendations made to the larger ECCLA Group:

- 1) The Communication Committee is asking the larger group for consensus that we move forward on this project. Are you interested in working together collaboratively to submit a grant to THB?
- 2) Worked on the bylaws for the communication committee area: Defined the membership and the Functions. We will send our revisions to the ECCLA Co-Chairs. **The role of co-chairs can only be held by council coordinator/director. Only ECCLA members & resource partners may participate on the communication committee. FUNCTION: add "Identify Priorities"**
- 3) The Communication Committee briefly discussed the need for a process to provide feedback on the application process. What worked well? What did not? What made sense and what did not?
- 4) First Friday Calls: Based on the local issues survey the Communication Committee recommends that the following issues are discussed on First Friday Calls:

MARCH 2009 (This call will be on the 2<sup>nd</sup> Friday) Challenging Behaviors: Training Opportunities & Programs: Invest in Kids- The Incredible Years, Partnerships for Children and Families CEFL-Teaching Pyramid Relationship Roots, Options available to local communities to access them

APRIL 2009 CCR&R Child Care Resource & Referral: What are the basics, What data does the NACCRAware data base hold? We recommend Judy Frye , CCR&R Boulder, Stacy Buchanan or Paula Neth, Qualistar & Bryan Schultz, National Level.

MAY 2009 Public Engagement ??? This was the number 1 issue identified in the Local Issues Survey.

JUNE 2009 Professional Development: What is going on in local communities? Invite local Communities that have a THB funded Professional Development Program, and Sudy from the Professional Development Office.

JULY 2009 Quality- with the unrolling of new school readiness project, we suggest inviting the new SR Coordinator; to discuss Quality in a bigger sense than just School Readiness invite Rosemarie Allen, P-3 committee member; and someone with the "Link" of preschool to the K-12 system.

***Taken to the larger ECCLA Group:***

***First Friday Calls. Move Professional Development to April because Professional Development Grant is due in June. Subject areas approved!***

***Move forward on a public engagement campaign and keep the ECCLA Group updated!***