

**ECCLA  
Communication Committee Minutes – March 2009**

Sherri Valdez and Sandy Gregory met with Susan Steele, Temple Hoyne Buell, to discuss the topic of “Public Engagement” and a potential funding opportunity related to this topic. Before proceeding further, Susan asked that the Communications Committee conduct a survey directed at coordinators about their definition of public engagement and how each council would spend significant public engagement funds if they received it. The survey is below:

***PUBLIC ENGAGEMENT SURVEY***

*“Public engagement” was identified as a top need in the recent community issues survey. The ECCLA Communications Committee would like to get more clarity about what this term means to you and your community. Please complete this short survey and return it to Sandy Gregory at [sandra.gregory@dcsdk12.org](mailto:sandra.gregory@dcsdk12.org) by Friday, March 27, 2009. If this date isn't manageable, please email Sandy of a date that will work with your schedule. Thank you.*

- 1. What is your definition of “public engagement”?*
- 2. Hypothetically, if you were given \$100,000 to be used towards “public engagement” efforts in early childhood in your community, what activities would you create and implement with this gift? Be as specific as possible.*
- 3. What outcome would you like to achieve with your public engagement effort?*
- 4. How would you know if your public engagement effort was successful?*
- 5. Do you have additional thoughts you'd like to share about this topic?*

Sherri and Sandy will present the findings of this survey to Susan Steel via a teleconference on Wednesday, April 1, 2009.

Elizabeth informed the ECCLA group about the topics to be presented at the upcoming First Friday calls. A decision was made by the group to move the topic of Professional Development to the month of May and Public Engagement to the month of June to accommodate those councils who need to write a professional development plan before the end of the fiscal year.

The Communication Committee will defer the topic of an ECCLA website to next month's ECCLA meeting.

Minutes Submitted by: Sandy Gregory