



Communication Subcommittee Minutes
June 21, 2018 ~ 9:00 – 11:00 am
Mile High Early Learning
1780 N Marion St, Denver, CO 80218
ECLC Conference Call Number: 515-739-1223
Code: 690666#

Meeting Objectives:

- Review Guidelines/Best Practices for Providers, Organizations and Programs to Communicate with Parents and Caregivers
- Make decisions on Guidelines/Best Practices and Identify Additional Resources
- Hear Comments from the Early Childhood Community

Attendees: Tom Massey, Elsa Holguín, Kathleen Bottagaro, Jared Wigdor, Joyce Johnson, Lindsey Dorneman (phone), Kathryn Harris, Sondra Ranum, Kendra Dunn, Lisa Jansen Thompson, Gerri Gomez Howard, Cara Bradberry, Heather Tritten and Stacy Howard

Welcome and Approve Minutes from April 19, 2018

Elsa called the meeting to order at 9:08am and welcomed everyone. She asked for a motion to approve the minutes; Lisa moved the minutes for approval, Joyce seconded, and the minutes were approved unanimously.

Revisit Goal of Identifying Guidelines/Best Practices

Elsa reminded everyone that the subcommittee has been working to collect resources and best practices for how to best engage with parents and caregivers, potentially organized around the 3 buckets of recommendations established in the Early Childhood Communications Collaborative report:

- Reduce communication “noise” resulting from inconsistencies or duplicate efforts that are unevenly targeted to families and caregivers in regions with different communication needs.
- Increase the quality of communication, including the use of effective content, enhanced communication training for trusted messengers that connect with parents and caregivers, and a heightened focus on effective tactics.
- Provide greater emphasis on the two-way, responsive engagement of parents and caregivers that will generate more positive outcomes for children’s cognitive and social development.

One of the goals for the meeting is to hear from members about the reports and key takeaways they found that can help inform the subcommittee’s next steps.

Member Input on Submitted Guidelines/Best Practices

Tom shared that there are 11 reports shared by members of the subcommittee to review during the meeting and asked the people who submitted them to share the key takeaways. The group began to discuss how the subcommittee's work and recommendations should fit into the matrix that was created at previous meetings, noting it is most appropriate for the subcommittee work to be in the bottom right section - promoting information, not particular services. Any materials or tools created should help others better promote and share their services, using strategies that are not specific to particular efforts but more broad-based best practices.

There was additional discuss about how to measure outcomes; it's difficult to understand how effective messages are and whether the communications led to behavior changes. The group agreed there were additional reports, as well as other resources, they wanted to bring in and agreed to one more round of homework before the next meeting.

Discussion on How Best to Share

Elsa shared that the Communications Subcommittee could play a specific function as a centralized place with reference materials, resources or toolkits that support partners with their communication efforts. It will be important to identify how this looks and what types of tools or resources we want to develop at the next meeting.

Member Updates, Public Comment and Final Thoughts

Elsa asked for any updates or public comment.

- Kathryn Harris and Sondra Ranum shared that they are working on the ECPD Advisory - Workforce Development goal area and that the Colorado Workforce Development Council selected education (early childhood through secondary education) as their primary area of workforce development for the coming year. They shared that a priority of the group is to develop clear messages about the importance of a stable early childhood workforce, and they wanted to see if there was any work happening to develop messages such as this through the Communications Subcommittee. The group shared several resources to use to develop language that supports workforce as a primary economic development driver.
- The meeting was adjourned at 9:50am.

Note: Any presentation requested by the ECLC does not constitute or imply an endorsement of the product, process, service, or organization by the ECLC.