



COMMUNICATIONS & OUTREACH COMMITTEE MEETING AGENDA

Wednesday, September 28, 2016 at 11:00 am
PNC Bank - One Tampa City Center
201 North Franklin Street
Tampa Bay Conference Room
Tampa, Florida 33602

I. CALL TO ORDER

D. Jacob/A. Patel

II. OLD BUSINESS

- A. Toddler Takeover – Event Outcomes

III. ACTION ITEMS

- A. Board & Staff Social Media Policy
- B. Rebrand Website Update Proposal
- C. WFTS TV 2017 Proposal

IV. DISCUSSION ITEMS

- A. Rebrand Rollout Schedule
- B. Hillsborough Day of Play
- C. Giving Tuesday

V. INFORMATION ITEMS

- A. FY15-16 Annual Report

VI. ADJOURNMENT

D.Jacob/A.Patel

UPCOMING MEETINGS & EVENTS

New CEO Reception - Thursday, October 6, 2016 @ 5:30 pm

Board of Directors Meeting – Monday, October 10, 2016 @ 5:30 pm

Tampa Bay Mom's Group Fall Fest – Saturday, October 29, 2016@ 10am – 3pm

(Westfield Brandon Mall)

Board of Directors Retreat – Monday, November 14, 2016 @ 9:00 am



ISSUE: BOARD AND STAFF SOCIAL MEDIA POLICY**FISCAL IMPACT:** None**FUNDING SOURCE:** Not applicable**RECOMMENDED ACTION:** It is requested that the ELCHC Communications and Outreach Committee approve the proposed policy and move the policy forward for approval by the full Board at the October 10, 2016 ELCHC Board of Directors meeting.**NARRATIVE:**

As nonprofits turn to social media, policies to govern their use have become the new frontier. A good social media policy provides clear guidelines as to what staff and Board members should and shouldn't do when posting and interacting with the community.

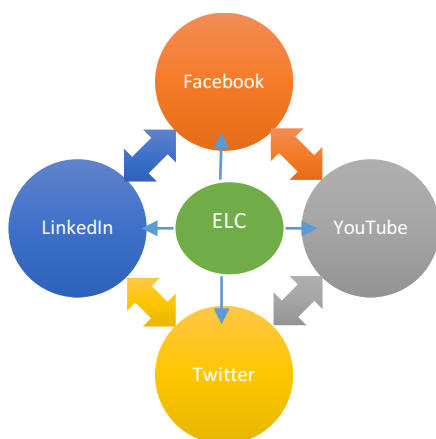
Our Goals

Our goals in making better use of new online communication tools (e.g., social media, or social networking sites) are:

- Expand and strengthen ELCHC's advocacy work for early childhood learning and education
- Expand our audience and advocacy base
- Better communicate with existing supporters and target audiences
- Strengthen our relationships with the Hillsborough community
- Fulfill our mission, vision and values as identified by the Board of Directors.

Our Online Communications Model

Increasingly, consumers are not only consumers of information on the Web, but are actively participating in online conversations and creating content. It is important that we integrate social networks and other online technologies into Coalition's communications work in a strategic fashion.



In order to integrate all of ELCHC's online communications work, we have adopted the wheel as our model (*see illustration at left*). At the core of ELCHC's communications strategy is a stronger, redesigned website, www.elchc.org. Radiating from the core and interacting with each other are online communications platforms where people already congregate and where we want to establish or strengthen our presence. In

addition to pushing out ELCHC's core messages and actions, we will seek to engage various

audiences by facilitating conversation, awareness, and action about early childhood care and education.

We have to experiment to find out which ones will work best for ELCHC. On new platforms, we have to be flexible in our engagement, recognizing that they may have good or bad consequences. Through this integrated model, ELCHC staff, activists, and members will leverage our storytelling across all media platforms—from traditional media like print, radio, and television, to online platforms like the Web and social networking sites.

Our Principles

As an Organization,

...we will establish an ELCHC presence wherever target audiences or constituencies already congregate online. ELCHC's communications department and designated site managers and/or teams will maintain ELCHC's official sites in social media networks and other online platforms. We will actively invite and/or engage our constituents on these platforms if they are not already engaged through other means or if these new platforms will enhance our interaction with them. In most instances, we will sign up for all social networking sites, regardless of whether we will use them at all, so we can preserve our name in these sites.

...we will ensure that once we establish our presence in a social media site, it will be updated regularly according to the conventions of each site. In many cases, we will appoint a site manager and/or team that will coordinate with other ELCHC staff in creating its content. As is the policy, ultimate responsibility for all of ELCHC's editorial content in all media platforms rests with the Director of Communications and Outreach.

...we will be flexible as we encourage experimentation and testing of new social media tools and functionalities not currently used by ELCHC. Social media tools are developing rapidly. If no policies cover future technologies, we will be practical and flexible in dealing with them using whatever resources we have. However, we will adopt only those tools and platforms that will help us advance our mission, and not because they are trendy or cool. The main forum for discussion and coordination of such experiments is ELCHC's staff and Communications and Outreach Committee.

...we will encourage ELCHC staff and supporters to use social media tools. The essence of an online community is that it exists so we can support others and they, in turn, can support us. The more people we have Tweeting or talking online about early learning, the better it is for our mission. But while we encourage ELCHC staff to use these new tools, their social media sites shall be personal sites.

...we will provide training and resources to ELCHC staff and Board. Such training will only encourage familiarity with and acceptance of these tools as agents of change. As much as possible, these training and resources shall be provided online.

...and as appropriate, we will provide training and resources (e.g., tips, ideas, and guidelines) for key ELCHC activists. These will include an overview of ELCHC's current presence on social media platforms as well as standards and style. These resources will be gathered and updated regularly by the Communications staff and the site managers and/or teams.

...we will endeavor to ensure consistency of messages and actions across all media platforms.

We will ensure that the essence of ELCHC's messages remains true to our current advocacy priorities and mission, no matter what media is used. We will also encourage the voices of owners of personal social media sites to enhance messages and actions being promoted by ELCHC. Whenever possible, we will solicit ideas and stories from our constituents to help enhance our messages and tactics. We will change our campaign tactics and messages if needed.

...we will adhere to ELCHC's policies, including those covering privacy and confidential information, and the *ELCHC Brand and Style Guide*.

...we will be guided by ELCHC policy staff regarding actions on legislation that we are currently campaigning on.

...we will identify ourselves clearly in what we write and what we post. When acting as a ELCHC staff member, we will always identify ourselves as such in responding to posts, blogs, or other social media. We shall not engage in arguments or "flame wars,".

...we will respect copyright rules. We will properly cite our sources, and post only items that are covered by fair use or published under Creative Commons. Otherwise, we will seek permission first.

As Individuals,

...we will not use our identity as ELCHC employees and Board members, including our ELCHC email accounts, in association with personal sites that are outside the scope of ELCHC'S mission.

...we will be guided by ELCHC policy staff regarding actions on legislation that we currently are campaigning on. While personal social network accounts (e.g., Facebook) should remain personal, owners will be encouraged to call for actions consistent with actions being promoted by ELCHC. Such messages can and may be re-tooled into the voice of the owner, but not in a manner that could be construed as new ELCHC policy. To the extent possible, sample messages will be provided.

...we will be responsible for what we write and what we post. Our use of social media sites is governed by our mission, vision and values– and by good judgment and common sense. In general, we will tell our stories responsibly and not write or post anything that would embarrass our families, or reflect badly on ELCHC.

...we will ensure that our website and social networking activities will not interfere with our work commitments. Unless we are officially designated to work with social media, we will reasonably limit our personal use of social networking sites at work.

Our Process

Where ELCHC does not have an online presence and feels that it requires one, ELCHC's CEO and/or Director of Communications and Outreach will recommend a site manager and/or team, as the case may be, to establish such a presence. Site managers and/or teams can come from any ELCHC department but shall always coordinate its work with Communications and Outreach staff. The site managers and/or teams will administer these sites on a daily basis and will ensure that these are regularly updated. These sites will be administered consistent with *ELCHC's Brand and Style Guide*.

To ensure continuity, the communications department will maintain a central directory of all log-in information and passwords for ELCHC's presence in online platforms and social media sites. This will include all global sites, regional sites, and micro-sites that are created by ELCHC staff in their official capacity.

In case of conflicts, the Communications and Outreach Committee shall be the forum for resolving them. The ELCHC Communications and Outreach staff shall conduct a regular review of these social media sites. Sites may be closed if they no longer serve the purpose they were created for.

ELCHC Social Media Policy

1. **Be Responsible.** When you are personally posting to Facebook, Twitter or other form of online dialogue, be clear that it is an individual interaction, not an interaction from ELCHC. If you are posting on a ELCHC account, be sure you are posting material that is a direct representation of the organization and its work. Use common sense and common courtesy.
2. **Add Value.** ELCHC's brand is best represented by its people and everything you publish reflects upon it. Social media networks should be used in a way that adds value to the ELCHC audience.
3. **Be Smart.** Most social media posts are visible to the entire world. Remember that what you write will be public for a long time. Be respectful to ELCHC, local organizations, our employees, families, corporate sponsors and competitors and protect your privacy.
4. **Respect the Privacy of Others.** Don't publish or cite personal details and photographs about ELCHC employees, volunteers, donors, corporate partners or vendors without their permission. Any disclosure of confidential information will be subject to ELCHC personnel policies that apply to wrongful dissemination of information via email, conversations, and written correspondence.
5. **Be Respectful.** It is okay to disagree with others but cutting down or insulting readers, employees, bosses, funders, corporate sponsors and vendors is not appropriate. Respect your audience and refrain from the use of obscenities, personal insults, ethnic slurs or other disparaging language to express yourself.
6. **Respect Time.** Ensure that your social media involvement doesn't interfere with your work commitments. Discuss with your supervisor if uncertain about the appropriateness of personal publishing during business hours.
7. **Don't Share Confidential Information.** The nature of your work with ELCHC may provide you with access to confidential information regarding ELCHC matters, our employees, providers, or families. Respect and maintain the confidentiality that has been entrusted to you. Do not divulge or discuss proprietary information, internal documents, personal details about other people or other confidential material.
8. **Write About Our Work.** You have a unique perspective on our organization based on your talents, skills, and current responsibilities. Share your knowledge, your passion and your personality in your posts by writing about what you know. If you're interesting and authentic, you'll attract readers who understand your specialty and interests. Don't spread gossip, hearsay, or assumptions.
9. **Be Honest and Transparent.** Be transparent and use your real name, identify that you work for ELCHC and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so. Never represent yourself or ELCHC in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
10. **Use your best judgment.** Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the

suggestions above and think about why that is. If you're still unsure, and it reflects the ELCHC brand, feel free to discuss it with your manager.

11. **Adhere to ELCHC Style and Brand Guide.** Refer to ELCHC Style Guide when applying the logo. When possible utilized the designated brand colors and corporate font.

NOTE: *If approved, this item and all attachments will move forward as a recommendation from the Communications and Outreach Committee to the full board at the scheduled October 10, 2016 Board of Directors meeting.*

ISSUE:	REBRAND WEBSITE UPDATE PROPOSAL
FISCAL IMPACT:	\$10,000
FUNDING SOURCE:	Board of County Commissioners Grant Funding (BOCC)
RECOMMENDED ACTION:	Staff is recommending that the ELCHC Communications and Outreach Committee approve the proposal submitted by Sparxoo to update the ELCHC website to encompass newly adopted brand standards.

NARRATIVE:

The ELCHC embarked on its rebranding efforts in March of 2016 and officially completed the process in early July 2016. Some of the major products of that process have been the new ELCHC positioning statement, a new logo and a new tag line. To date, the ELCHC has implemented a soft launch of the brand and will now move to updating another key branding element —the ELCHC website.

Although the ELCHC website was redesigned and launched in early January 2016 it must now be brought into alignment with the newly adopted brand identity (*logo placement, tagline use, new corporate colors and fonts, new positioning, etc.*). The ELCHC website is a major component of the new brand and is crucial to the Coalition telling its story and communicating with the agency's major audiences. Therefore, bringing the site up to the newly adopted standards as quickly as possible is imperative to a successful long-term rebrand.

The attached proposal for the website update was developed by the firm Sparxoo and outlines the steps, timeline and cost of upgrading the ELCHC website. Sparxoo is also the agency that conducted the ELCHC website redesign in January and rebrand effort just completed by the Coalition.

Staff is recommending that the ELCHC Communications and Outreach Committee approve the proposal submitted by Sparxoo to update the ELCHC website to encompass newly adopted brand standards.

NOTE: If approved, this item and all attachments will move forward as a recommendation from the Communications and Outreach Committee to the full board at the scheduled October 10, 2016 Board of Directors meeting.

ELCHC Website Proposal

Keys to Success Relaunch

- Integrate positioning and storytelling
 - Make sure the language is updated to reflect the new value proposition
 - Rewrite the headlines
 - Make changes to demonstrate that ELCHC is a trusted resource and to further emphasize the focus on family and child
- Integrate new brand identity, including the branded bubble accents
 - Current website is built on a square building block approach
 - New website must emphasize connections, and integrate use of the bubble iconography

Process

- 2 rounds of design of homepage, navigation, and top three templates
 - Includes mobile responsive design
 - Includes color palette and font update in the CSS
 - Board to sign off on design prior to development
- Streamline text in key modules throughout the website. Currently, the website features very robust copy that is not optimal for a website
- Storytelling/content update on homepage, about and services landing pages
- Development in current WordPress platform
- Includes one round of QA
- Relaunch of website

Timing and Pricing

- Timing: 4-6 weeks
- Pricing: \$10,000

ISSUE:	WFTS TV 2017 PROPOSAL
FISCAL IMPACT:	\$3,500/mo. - \$10,000/mo. (12 mo.)
FUNDING SOURCE:	Board of County Commissioners Grant Funding (BOCC)
RECOMMENDED ACTION:	Staff is recommending that the ELCHC Communications and Outreach Committee approve Option A of the WFTS proposal modified to be in alignment with ELCHC's purchasing abilities.

NARRATIVE:

In late August 2016 staff met with WFTS (ABC) regarding the attached opportunity for ELCHC to participate in an upcoming series entitled *Family Focus*. At that time, the Committee wanted opportunity to discuss options and other fiscal obligations. Staff met again with WFTS who has offered additional options for a later time of the year (March 2017) which would coincide with the ELCHC Hillsborough Day of Play planned for mid to late March.

NOTE: *If approved, this item and all attachments will move forward as a recommendation from the Communications and Outreach Committee to the full board at the scheduled October 10, 2016 Board of Directors meeting.*

2017 PROPOSAL

Give light  and the people will find their own way



EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Shanna Patton | Digital Marketing Consultant |
shanna.patton@wfts.com | Ph: 813-354-2848 | C: 813-944-9414

Campaign Background

Campaign Objectives

- Build awareness of the Early Learning Coalition of Hillsborough County
 - Early education is vital to the future of both our children and community
- Educate the public on it's expansive program offerings for families:
 - Quality Counts for Kids
 - School Readiness
 - CCR&R
 - VPK
- Let families know The Early Learning Coalition of Hillsborough County is there as a resource to help ALL families in their community:
 - There to help them how they needed helped.
 - If ELCHC does not deliver the services the family needs, they will connect them to the appropriate entity
 - Remove social stigma - help provided isn't necessarily income based
- Let parents know about tools to help educate themselves and their children as well as take action:
 - Psychologist videos
 - VROOM App
 - Event at Al Lopez park to encourage parents to educate their children through play
 - Legislative bills of interest
 - Urge parents to contact their legislators and government officials

Campaign Background

Target Audience

- Parents

Geographic target

- Hillsborough County

Recommended Strategies

- Tampa Bay's Morning Blend
- Hi Impact Advertising on abcactionnews.com
- Targeted Video
- Content Marketing



RECOMMENDED STRATEGIES

Tampa Bay's Morning Blend

WFTS-ABC Action News invites you to be our guest on the set of our new, local lifestyle program, ***Tampa Bay's Morning Blend!***

Tampa Bay's Morning Blend airs weekdays from 10am to 11am on WFTS-ABC Action News and streamed on abcactionnews.com.

Tampa Bay's Morning Blend is a marketing-friendly show dedicated to delivering results for its advertisers and their products by engaging viewers in a new and informative way.

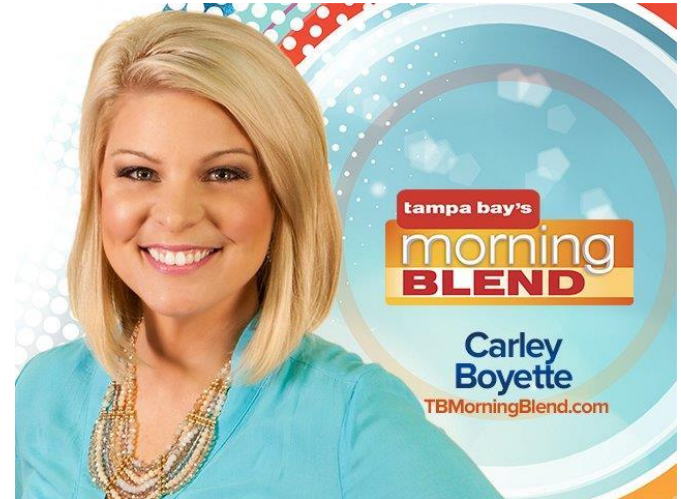
Click here to learn more: <https://www.youtube.com/watch?v=GHQrRcHJ4I4>



Tampa Bay's Morning Blend

Meet the Hosts!

A Tampa Bay area native, **Carley Boyette** returns home to host *Tampa Bay's Morning Blend*. She has covered it all during her journalism career, but found her true passion when she hosted *The Morning Blend* in Ft. Myers for over 6 years. Carley is excited to bring her talents to Tampa and to get the word out on your local organization!



Natalie Taylor is transitioning from the sideline to the Sunshine State as she joins *Tampa Bay's Morning Blend*. With experience as a host, sideline reporter, and anchor for Fox Sports, Natalie now has her dream job as the host of a lifestyle program. She is looking showcase your organization to the Tampa Bay community!

Tampa Bay's Morning Blend

ELCHC Franchise Idea

Idea: This recurring segment's focus will be on how early education is vital to the future of our children and the community. It will educate the public on the Early Learning Coalition of Hillsborough County's expansive program offerings, tools, events and advocacy work for families.

Hook and Call to Action: Early Learning Coalition of Hillsborough County - Our Future Is In Their Hands. To Learn More Go To ELCHC.ORG.

Franchise Name Ideas:

- Our Future Is In Their Hands
- Kids Are The Future
- Early Learning Spotlight

ELCHC can choose who appears on a segment as it relates to its content. In addition to staff, community partners and supporters (ie: Aakash Patel and Bob Buesing) may appear on segments to educate the community and encourage them to take action.



Tampa Bay's Morning Blend

ELCHC Franchise Idea Continued...

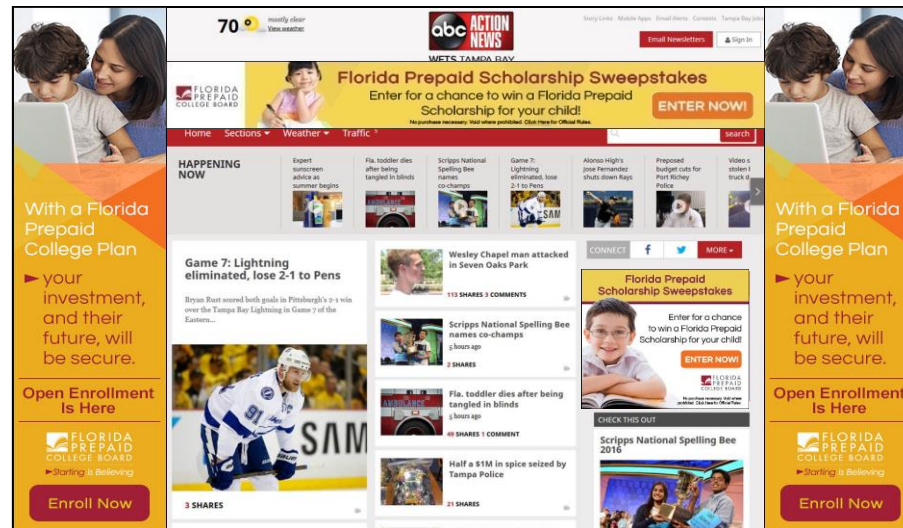
Each segment is approximately three to four minutes in length. A guest sheet and article for online are required one week from your live to tape segment date to ensure that your Tampa Bay's Morning Blend producer can work with you to create the best way to feature your product on-air and online!

Elements

- 3-4 minute segment on the Tampa Bay's Morning Blend (TBMB) set.
- Video of segment archived on tbmorningblend.com for one year.
- HD video YouTube link* of the segment which is fully embeddable on any website. The video lives as long as YouTube is up.
- TBMB Facebook post AFTER the segment airs with a link to the video



Wall Paper and Home Page Takeover



- 100% SOV for 1 whole day
- Attention grabbing with the functionality to drive KPI's (video, content feeds, specific actions, etc.)
- High visibility
- Large advertising space allows you to display your message in a powerful and engaging way.

Targeted Video

If a picture is worth a thousand words, a video is worth... When marketing your brand, put your message in front of engaged viewers. Video pre-roll is the most engaging medium to persuade and connect with your potential customer. In fact, 89 million people in the United States are going to watch 1.2 billion online videos today per ComScore. Scripps Targeted Network and abcactionnews.com - video pre-roll is built for reaching your audience on the desktop, tablet or mobile smart phone. Influence a consumer's path to purchase or trial by creating awareness, consideration and loyalty



What's In for You?

- Make an emotional connection and brand yourself to your target audience
- Target consumers by geography, verticals and interests on both desktop and mobile devices
- :15 or :30 second video pre roll
- Show up on multiple devices
- Highest Brand Recall of any advertising medium

Targeting Recos:

- Parents
- Geography
- Keyword

Content Marketing

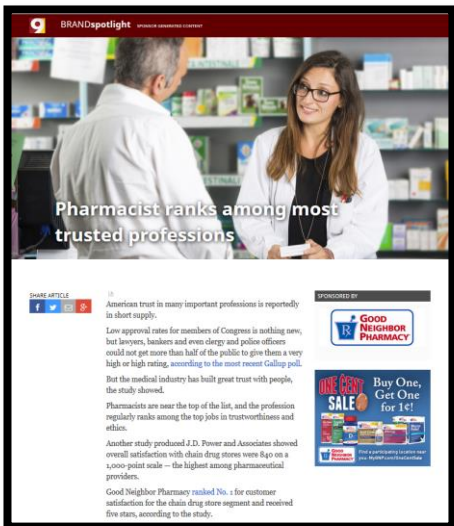
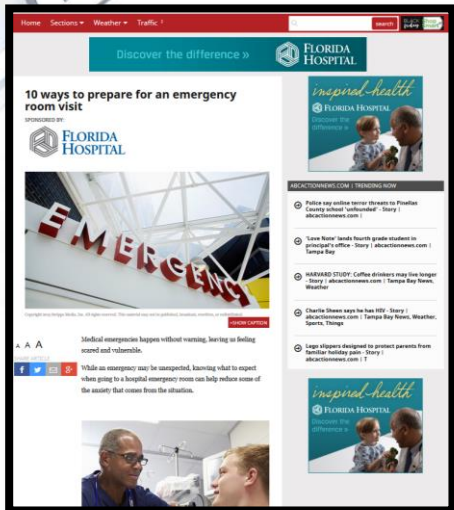
Our Content Marketing programs deliver valuable, relevant, and consistent content to your target audience.

Brand Sponsored Content

- Content written by Scripps copywriter in a complete 3rd party voice
- Client can provide topic guidance but WILL NOT be quoted or referenced in the article
- Teaser ads on abcactionnews.com Home Page will be ATF
- Content will appear as a typical ABC Action News story
- YOUR ADS will surround the article with your messaging
- Can extend reach through Facebook.

Sponsor Generated Content Advertising

- Content written by you OR Scripps copywriter
- Client can provide topic guidance and CAN be quoted and referenced in the article
- Teaser ads on abcactionnews.com Home Page will be BTF
- Option to include video within the article
- Content will appear as Brand Spotlight article (see format to the left)



Campaign Recommendations

Option A
\$3,500 / month net

Details	Details	Estimated Monthly Delivery
Tampa Bay's Morning Blend	Airs Monday – Friday on ABC from 10am-11am.	1 Show Per Month
Hi Impact Advertising on abcactionnews.com	Wallpaper and Home Page Takeover	1 x Per Month
Targeted Video on abcactionnews.com	:15 Targeted Pre Roll Ads	75,000 estimated monthly impressions

Creative development included

12 month campaign (January– December 2017)*
30 Day Opt Out

X _____

Title: _____

Date: _____

Campaign Recommendations

Option B
\$6,000 / month net

Details	Details	Estimated Monthly Delivery
Tampa Bay's Morning Blend	Airs Monday – Friday on ABC from 10am-11am.	1 Show Per Month
Hi Impact Advertising on abcactionnews.com	Wallpaper and Home Page Takeover	1 x Per Month
Targeted Video on abcactionnews.com	:15 Targeted Pre Roll Ads	75,000 estimated monthly impressions
Content Marketing	Content Marketing Article	1x Per Month

Creative development included

12 month campaign (January– December 2017)*
30 Day Opt Out

X _____

Title: _____

Date: _____

Campaign Recommendations

Option C
\$10,000 / month net

Details	Details	Estimated Monthly Delivery
Tampa Bay's Morning Blend	Airs Monday – Friday on ABC from 10am-11am.	2 Shows Per Month
Hi Impact Advertising on abcactionnews.com	Wallpaper and Home Page Takeover	2x Per Month
Targeted Video on abcactionnews.com Scripps Targeted Network	:15 Targeted Pre Roll Ads	150,000 estimated monthly impressions
Content Marketing	Content Marketing Article	1x Per Month

Creative development included

12 month campaign (January– December 2017)*
30 Day Opt Out

X _____

Title: _____

Date: _____



BRAND IMPLEMENTATION

ACTIVATING THE NEW ELCHC BRAND



EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

6800 N DALE MABRY HWY
SUITE 158, TAMPA, FL 33614

813.515.2340 | www.elchc.org



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- 01** STAFF TRAINING
- 02** IMPLEMENTATION SCHEDULE
- 03** MEASURING SUCCESS

SESSION OBJECTIVE

Session Objective: Ensure key team members of the Coalition staff understand the rationale behind and proper usage of the new ELCHC brand identity. Educate, excite, and engage the Coalition staff on the new brand.



TRAINING AGENDA

Project Overview

- Project Objectives
- Rationale for Refreshing the Brand (e.g., Why? Why Now?)
- Key Activities

Brand Strategy

- Final Positioning Statement
- Final Brand Identity

Brand Rollout

- Brand Guidelines / Tools
- Success Measures



SETTING THE STANDARD

In order to utilize the strength of our organization and project a consistent voice to our key stakeholders, it is important that the Early Learning Coalition of Hillsborough County embrace a unified brand that best represents our organization's core values.

As the Coalition continues to grow and set the standard for early learning in Hillsborough County, our values will continue to set the standard for our brand and strengthen the foundation of our organization.



LOGO & BRAND PROCESS

Over the course of this project, we presented 15 different logo styles to the Early Learning Coalition of Hillsborough County in the following formats:

Stakeholder Workshop: Approximately 10 individuals participated in this workshop, including board members, providers and ELCHC staff

Board Meeting: Based on feedback from the Stakeholder workshop, we further refined and delivered additional logo options. Based on Board Member and staff feedback, we identified the top four logo finalists (see page 7)

Parent Validation: Following the Board meeting, we presented the top four logo finalists to a sampling of 10 parents at an ELCHC site location. During this process, we were able to clearly identify the final one logo that resonated most with audiences

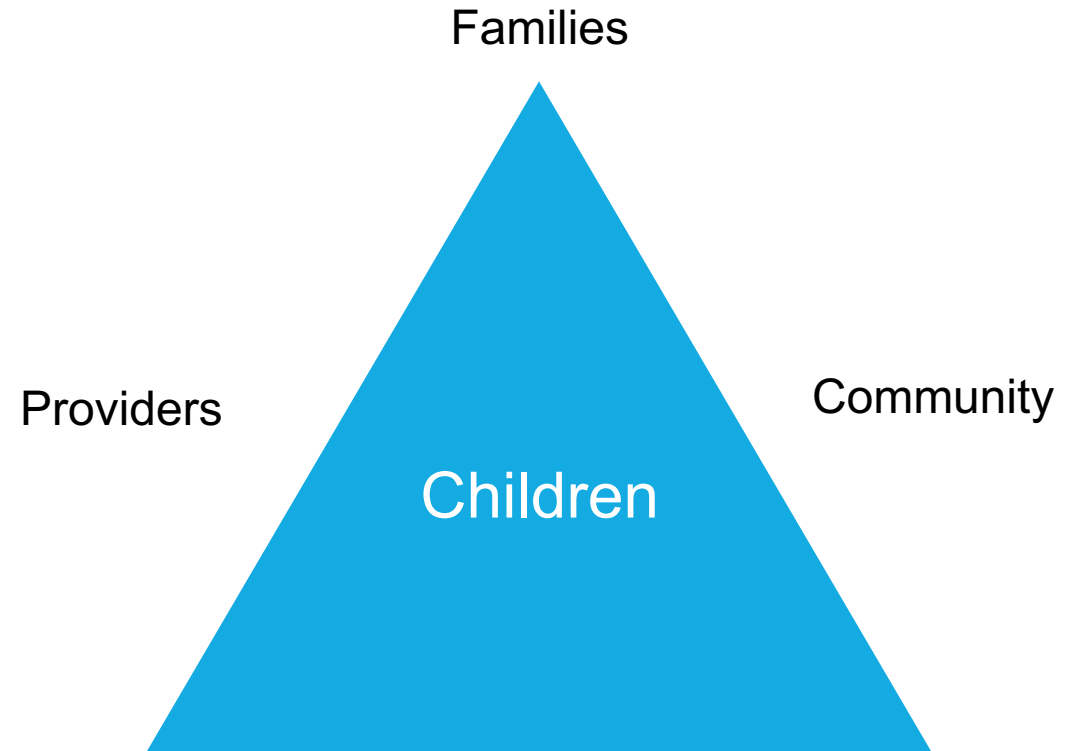


DESIRABLE | DIFFERENTIATED | DELIVERABLE

- **DESIRABLE:** Target audience wants a trusted resource. Innovation implies smart / forward movement. ELCHC offers free and accessible programs for families, and enables future success (business impact).
- **DIFFERENTIATED:** ELCHC has an objective point of view and are entirely focused on early child care education—which enables the organization to be comprehensive.
- **DELIVERABLE:** Constantly researching for the most cutting-edge programs. Community connector and leader (opportunity to become even more influential).

ELCHC'S MOST IMPORTANT TARGET AUDIENCE

- “Families are the most important audience. However, they need to know which questions to ask when looking for quality education. Unfortunately many do not know which questions are best in order to determine what quality child care looks like for their child.”



BRAND ESSENCE: POTENTIAL STARTS HERE

To:

Families who are concerned about being able to provide their children with accessible high quality early childhood care and education

ELCHC

Is the:

Trusted Resource

That:

Leads with innovative school readiness programs

Because:

Our comprehensive and integrated approach goes beyond the basics in early childhood care and education

So you can:

Maximize your child's learning potential

So you feel:

You are confident you are setting up your children to achieve future success

BRINGING OUR BRAND TO LIFE

Our brand consists of a series of visual and verbal cues that form the foundation of our brand's relationship with our stakeholders, inclusive of the following audiences: families, providers, community, staff, board members and children.

This brand toolkit is a reference guide for both internal and external communications.

Together, we will present a consistent and aspirational view of the Early Learning Coalition of Hillsborough County brand.



OUR BRAND. OUR COALITION.

The ELCHC brand is our promise to families who are concerned about being able to provide their children with accessible high quality early childhood care and education.

For these families, we are the trusted resource who lead with innovative school readiness programs.

Our comprehensive and integrated approach goes beyond the basics in early childhood care and education, in order to maximize a child's full learning potential. With our programs, families can be confident that they are setting up their child for future success.





INTRODUCING THE NEW ELCHC LOGO

Based on the stakeholder workshop, board member & staff feedback, and parent validation, the following logo resonated across target audiences.

INTRODUCING THE NEW LOGO



EARLY LEARNING

COALITION OF HILLSBOROUGH COUNTY

INTRODUCING THE NEW KEY ATTRIBUTES

The ELCHC logo is comprised of the following distinguishing elements:

- The bubble icons are a colorful, welcoming icon that are abstract and enable different interpretations. Example interpretations include:
 - Shape of the human brain
 - A community depiction of the idea that “It Takes a Village”—with the providers, families, and advocates as the large circles and children as the smaller circles
 - Inspiring thought bubbles
- An increased emphasis on “Early Learning” via the logo text size



EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY



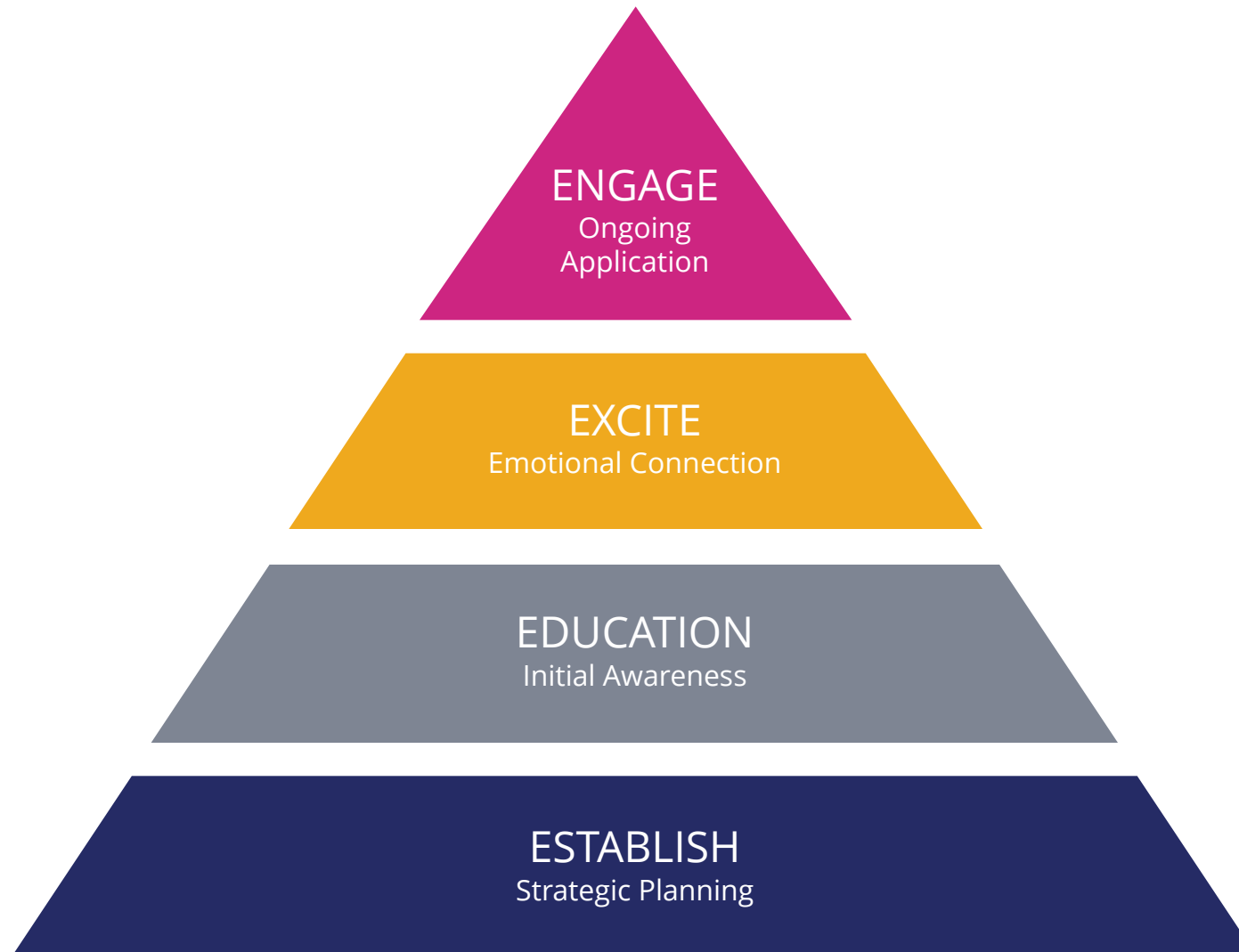
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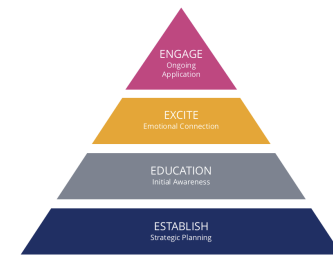
01 STAFF TRAINING

02 IMPLEMENTATION
SCHEDULE

03 MEASURING SUCCESS

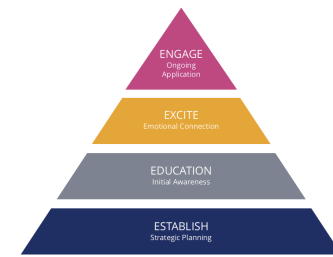
BRAND ROLLOUT STRATEGY





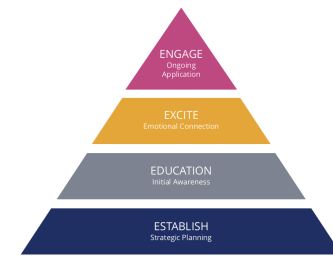
EXAMPLE LAUNCH SCHEDULE

Stage	Timeline	Activities
Establish	Month 1	Set goals and metrics for success
Establish	Month 1	Complete logo inventory
Establish	Month 2	Set strategy for new logo transition, inclusive of updating ELCHC website and social media
Establish	Month 2	Update and order relevant collateral material
Establish	Month 2	Update your listings in online directories / partner websites with new logo
Establish	Month 2	Update invoices, statements, employee contracts and Terms & Conditions



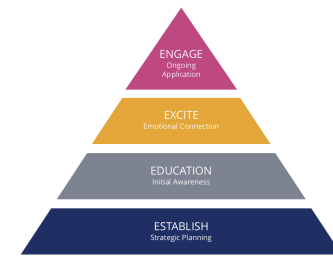
EXAMPLE LAUNCH SCHEDULE

Stage	Timeline	Activities
Education	Month 2	Conduct staff training and workshops
Education	Month 2	Discuss and document early wins, barriers, implementation expectations
Education	Month 2	Draft and distribute email from Executive Team to be sent to internal staff with details on brand rollout status update and progress
Education	Month 3	Draft and distribute external email from Executive Team to be sent to providers, partners, etc. with details on brand rollout status update and progress



EXAMPLE LAUNCH SCHEDULE

Stage	Timeline	Activities
Excite	Month 2	Write a press release about new brand launch
Excite	Month 2	Identify brand ambassadors and discuss roles
Excite	Month 3	Create web page or blog on website announcing new brand
Excite	Month 3	Create ELCHC newsletter announcing new brand launch
Excite	Month 3	Optional brand video that tells the ELCHC brand story
Excite	Month 3	Brand launch event to key stakeholders
Excite	Month 3	Update website to reflect new brand identity



EXAMPLE LAUNCH SCHEDULE

Stage	Timeline	Activities
Engage	Month 4-6	Take the opportunity, either in face-to-face meetings or on the phone with prospective stakeholders to talk about the new brand, including handing out your new business cards.
Engage	Month 5-6	Create social media calendar to tell the story of your brand the relaunch
Engage	Month 5	Create a list of local press to reach out to. Most publications will be interested in the rebrand story.
Engage	Month 5-6	Pitch the story of the ELCHC brand relaunch to press and bloggers.

APPLYING OUR BRAND

From business cards to our annual report, it is important to have a consistent visual style.

The examples on the following pages provide a framework for the templates that will enable the Coalition to have a consistent brand theme across all marketing materials.



BUSINESS CARDS



ANNUAL REPORT



FOLDER



FOLDER



BRAND APPLICATION

LETTERHEAD



OUR LOGO STORY

CONSISTENCY

Visual brand identity is built through consistent image recognition.

Our logo is an expression of the Coalition's impact on Early Learning, and the new logo fuses a professional and welcoming identity with bold font and bursts of color.

It is symbolic of our role in the development of a child and showcases an abstract icon that enables a variety of positive associations and interpretations.



OUR LOGO STORY

KEY ATTRIBUTES

The ELCHC logo is comprised of the following distinguishing elements:

- The bubble icons are a colorful, welcoming icon that are abstract and enable different interpretations. Example interpretations include:
 - Shape of the human brain
 - A community depiction of the idea that “It Takes a Village”— with the providers, families, and advocates as the large circles and children as the smaller circles
 - Inspiring thought bubbles
- An increased emphasis on “Early Learning” via the logo text size



ELEMENTS OF OUR BRAND IDENTITY

OUR LOGO

The Early Learning Coalition of Hillsborough County logo is comprised of two main elements: the abstract pattern and the logotype.

PATTERN

The logo mark recalls the shape of a colorful brain, signifying our core values: education, community, optimism, and diversity. It can be used as a design element separate from the logo.

LOGOTYPE

The all caps logo type inspires confidence and trust. There are two versions of the logo, horizontal and vertical. Horizontal is preferred; use whenever possible.



EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY



LOGO SPECIFICATIONS

To achieve consistency across all applications:

SPACE

Ensure clear space around the logo to avoid clutter. Measure clear space by the height of the “E” in Early Learning.

MINIMUM SIZE

To maintain visibility to do not reproduce the logo smaller than the specified sizes.



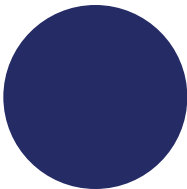
ELEMENTS OF OUR BRAND IDENTITY

LOGO DON'TS



PRIMARY COLORS

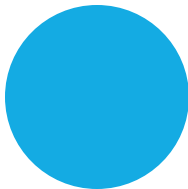
The primary colors are an integral part of Early Learning Coalition of Hillsborough County’s brand elements, and represent the main elements that appear throughout the identity.



C: 100% M: 96%
Y: 30% K: 20%

R: 39 G: 44 B: 101

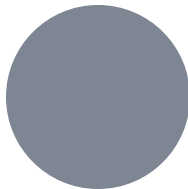
HEX: #272c65



C: 70% M: 14%
Y: 0% K: 0%

R: 37 G: 171 B: 226

HEX: #25abe2



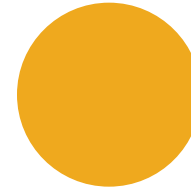
C: 55% M: 42%
Y: 32% K: 3%

R: 125 G: 133 B: 148

HEX: #7d8594

SECONDARY COLORS

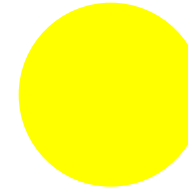
The secondary colors complete the identity and are accent colors to be used sparingly.



C: 5% **M:** 37%
Y: 100% **K:** 0%

R: 238 **G:** 168 **B:** 32

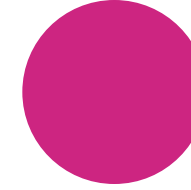
HEX: #eea820



C: 6% **M:** 6%
Y: 100% **K:** 0%

R: 245 **G:** 223 **B:** 4

HEX: #f5df04



C: 17% **M:** 96%
Y: 13% **K:** 0%

R: 205 **G:** 39 **B:** 130

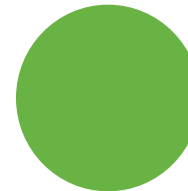
HEX: #cd2782



C: 3% **M:** 84%
Y: 100% **K:** 0%

R: 232 **G:** 80 **B:** 36

HEX: #e85024



C: 64% **M:** 6%
Y: 100% **K:** 0%

R: 104 **G:** 178 **B:** 68

HEX: #68b244

TYPEFACE

Open Sans is the primary type family across all platforms. If Open Sans is not available, Arial is an acceptable substitute.

OPEN SANS BOLD (ALL CAPS)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz



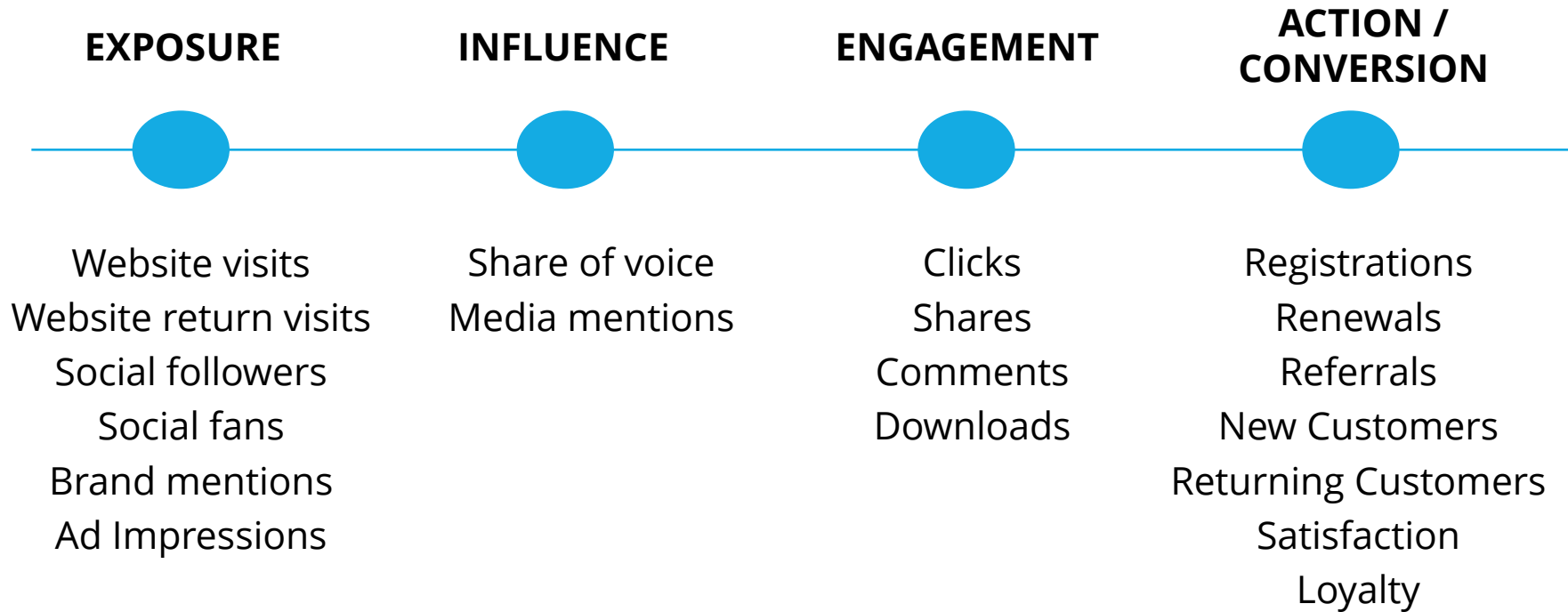
TABLE OF CONTENTS

01 STAFF TRAINING

02 IMPLEMENTATION
SCHEDULE

03 MEASURING SUCCESS

COMPREHENSIVE LIST OF POTENTIAL METRICS



QUAL METRICS

Employee Alignment and Activation

- Do Coalition staff team members believe in the new brand?
 - Do they understand why it makes good business sense?
 - Can they articulate the "why" behind the rebranding to anyone outside of the ELCHC?
 - How do they communicate the new positioning and the rationale for the rebrand?
- Do they feel that their individual role and the ELCHC's focus is improved?
- Do they feel more confident in ELCHC's future?
- How can the staff collect and share stories regarding successful and novel ways of applying the new brand in internal and external reactions?
- What are the emerging brand-inspired phrases, abbreviations, and gestures which can be woven into the ELCHC's vernacular?



QUANT METRICS

Community Awareness and Action

- What is the awareness and appeal of the new brand amongst the ELCHC's primary target (e.g., families)?
- What is the impact on ELCHC's primary target's:
 - Awareness of the ELCHC?
 - Understanding of ELCHC's role in the community and its offerings?
 - Satisfaction with the ELCHC overall?
- What is the resulting impact on:
 - Website click-throughs?
 - New registrations for initial ELCHC programs?
 - Subsequent registrations for additional ELCHC programs?
 - Net promoter score / referrals (e.g., satisfied families referring other satisfied families to the ELCHC)?



PHASE	ACTIVITY	2016					2017				
		AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY
ESTABLISH	Set goals and metrics										
	Complete logo inventory										
	Develop strategy for logo transition										
	Update and order relevant collateral material										
	Update listing in online directories/partner websites with new logo										
EDUCATION	Update invoices, statements, employee contracts and Terms & Conditions										
	Conduct staff training and workshops										
	Discuss and document early wins, barriers, implementation expectations										
	Draft and distribute email to interenal staff with details on brand rollout status update and progress										
	Draft and distribute communication to providers, partners etc. with details on brand rollout status update and progress										
EXCITE	Write press release about new brand launch										
	Identify brand ambassadors and discuss roles										
	Create web page announcing new brand launch										
	Develop brand video that tells the ELCHC brand story										
	Develop testimonials/stories for website										
ENGAGE	Brand launch event to key stakeholders										
	Update website to reflect new brand identity										
	Take opportunity to discuss the new brand with current or prospective stakeholders - hand out biz cards										
	Create social media calendar to tell the story of your brand										
	Create list of local press to reach out to.										
	Pitch rebrand story to press and bloggers										

ISSUE:	HILLSBOROUGH DAY OF PLAY
FISCAL IMPACT:	\$15,000
FUNDING SOURCE:	Not applicable
RECOMMENDED ACTION:	There is no action requested for this item.

NARRATIVE:

"Hillsborough Day of Play" is the name of the proposed ELCHC signature community event. The event, which is currently being planned for March 2017, will promote concepts of early learning through every day play to parents and the Hillsborough community in general. The overall goals of the event will be to:

- Facilitate community awareness about the Early Learning Coalition of Hillsborough County
- Promote play as a crucial concept of early learning and brain development
- Offer early learning programs an opportunity to promote their programs to area parents
- Promote the demand for quality early learning programs in Hillsborough County
- Highlight community partners and businesses that support and are advocates for early childhood care and education

\$15,000 was identified and approved in the FY16-17 budget for this event.

Event Components and Structure

The *Hillsborough Day of Play* will be a single day, outdoor event that takes place in a large Hillsborough County public park. The event will feature activities for children birth through age 10. The majority of activities will be conducted by Hillsborough early childhood programs that are in good standing with both the Coalition and Hillsborough County Licensing. Identified providers will be invited to apply for a table at the event and will be required to describe their 'activity', the age group that the activity is for and concept/domain of play that the activity addresses. The event will have a stage show that features youth and family entertainment mixed with regular prize drawing.

Food trucks will be solicited for participation and will have to pay a nominal fee to be on site and present adequate insurance for the day of the event.

Planning

The event will be planned by a diverse collaborative consisting of community partners interested in contributing to the event. Tasks for implementation of the event will be divided up and executed by committees who will meet at their own discretion and report back to the larger group at scheduled regular meetings. All partners will be asked to contribute to the event however possible. Those who contribute dollars and/or staff time will be acknowledged via a sponsor banner prominently displayed at the event. Sponsors will also be acknowledged verbally during the entertainment segments of the event day.

ISSUE:	GIVING TUESDAY
FISCAL IMPACT:	Not Applicable
FUNDING SOURCE:	Not applicable
RECOMMENDED ACTION:	There is no action requested for this item.

NARRATIVE:

Giving Tuesday is a global day of giving celebrated on the Tuesday following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday. Giving Tuesday kicks off the charitable season when many people focus on their holiday and/or end-of-year giving.

The ELCHC has registered to be a participating organization for the November 29th celebration and will rally community partners, providers, parents, local businesses and friends of the Coalition to invest in the Early Learning Coalition as THE trusted early learning resource in Hillsborough County.

Staff will be implementing an awareness strategy that centers around raising dollars for stipends for providers working to improve the quality of their programs for children in Hillsborough County. This strategy will include:

- Poll our community partners to identify supporters
- The development and distribution of awareness messages which promote #GivingTuesday and ELCHC
- Develop a social media message campaign
- Develop e-blast schedule
- Solicit support from local government and officials

There will be a call to action targeted to Board members to support and help promote the effort via their own personal and professional social media channels.

Black Friday. Cyber Monday.

#GIVINGTUESDAY™

November 29, 2016