



**COMMUNICATIONS &
OUTREACH COMMITTEE
MEETING AGENDA**

Tuesday, April 3, 2018 2:00 p.m.
6800 N. Dale Mabry, Suite 134
Tampa, Florida 33614
Call-in: 866-866-2244
Access Code: 5194796

I. CALL TO ORDER

D. Jacob/A. Patel

- A. Quorum Verification

II. OLD BUSINESS

III. ACTION ITEMS

- A. Communications & Media Policy

G. Gillette/T. Cardwell

IV. DISCUSSION ITEMS

- A. 90-Day Communications & Outreach Plan
- B. FY2018-19 Communications & Outreach Proposed Budget

T. Cardwell

T. Cardwell

V. INFORMATION ITEMS

- A. Communications & Outreach Dashboard
- B. Day of Play Event Report
- C. ELCHC Community Book Garden Update

J. Gordon/T. Cardwell

J. Gordon

T. Cardwell/A. Perez

VI. ADJOURNMENT

UPCOMING MEETINGS

Service Delivery & Efficiency Committee Meeting – Thursday, April 5, 2018 at 11:00 am

Board of Directors Meeting – Monday, April 16, 2018 at 3:00 pm

Executive/Finance Committee Meeting – Monday, May 21, 2018 at 9:00 am

Board Retreat – Monday, May 21, 2018, 10 am – 3 pm

UPCOMING EVENTS

Pinwheels for Prevention Event – April 3, 2018, 12:00 pm – 7 pm at Glazer Children’s Museum

Provider Appreciation Event – Saturday, May 5, 2018, Location and Time TBA



ELCHC COMMUNICATIONS & OUTREACH COMMITTEE MEETING – APRIL 3, 2018

ACTION ITEM

ITEM III.A.

ISSUE: Communications and Media Policy

FISCAL IMPACT: Not Applicable

FUNDING SOURCE: Not Applicable

RECOMMENDED ACTION: It is recommended that the ELCHC Communications and Outreach Committee approve the proposed Communications and Outreach Communications and Media Policy and move it forward for recommended approval by the ELCHC Board of Directors at its April 16, 2018 Board of Directors meeting.

NARRATIVE:

In planning for a new direction and paradigm regarding ELCHC communications efforts, the attached Media Communications Policy has been developed. The purpose of the policy is to promote the Early Learning Coalition mandate and mission with key stakeholders in the media. The Coalition's media audiences are primarily local and statewide, in the community, and within the ELCHC and the local early learning community. The role of the Communications Department is to ensure that media communications and all related activities enhance ELCHC's image and reputation and are supported with an effective, comprehensive, consistent, and relevant media communications program.

The policy, if approved by the Committee, will move forward for recommended approval by the ELCHC Board of Directors at its regular meeting scheduled for Tuesday, April 16, 2018. Upon approval and adoption by the Board, this policy will become effective immediately.

Name of Policy:	Media Communications Policy
Purpose of Policy:	The purpose of media communications policy is to promote the Early Learning Coalition (<i>hereafter referred to as "ELCHC" or "The Coalition"</i>) mandate and mission with key stakeholders in the media. ELCHC's media audiences are primarily local and statewide, in the community, and within the ELCHC. The role of the Communications Department is to ensure that media communications and related activities enhance ELCHC's image and reputation and are supported with an effective, comprehensive, consistent and relevant media communications program.
Scope of Policy:	The policy applies to all part-time, full-time, and contracted employees of the ELCHC and all members of the ELCHC Board of Directors in regard to all print, broadcast and internet-based media.
Definitions:	Media: the main means of mass communication (<i>especially television, radio, newspapers, and the Internet</i>) regarded collectively.
Policy Statement:	MEDIA PROTOCOLS Principles The Early Learning Coalition of Hillsborough County Communications team will ensure that in all dealings with the media, the integrity of the organization, all employees and members of the Board of Directors will be maintained, and that all communications will be carried out in a professional, courteous, and timely manner. Responding to Media Queries Media queries can come from a variety of sources for any varied number of reasons. Regardless of the source of or the reason for the inquiry, all staff and members of the ELCHC Board of Directors must follow these guidelines to ensure responses that accurately reflect the business, views, activities, position, mission and goals of the ELCHC. <ul style="list-style-type: none">• Any and all media queries received by any ELCHC staff and/or members of the Board of Directors should politely and immediately be referred to the ELCHC Director of Communications and Outreach without comment.• The Director of Communications shall be the only individual designated to communicate with the media under any circumstance.

- Media responses will be composed by the Director of Communications and signed off in agreement with the chief executive, director of operations and all other appropriate senior staff, board members and/or legal counsel that the chief executive deems appropriate.
- If it is determined that the CEO, Board Chair, or topic experts employed by ELCHC should have direct contact with the media, the Communications Director shall be present for, lead and monitor such interactions.
- Other organizations who may be impacted by an ELCHC response to or interaction with the media will be notified by the Director of Communications and Outreach prior to the release of the information.
- All media queries and responses will be logged.
- In the event that the ELCHC Director of Communications is unavailable, an approved and designated member of the communications team and/or ELCHC senior staff will stand in the Director of Communications' place.

Requests for Information

All contact with the media, even if it appears a routine request for information (*e.g. relating to an ELCHC document, event or business details*) should politely and immediately be referred to the Director of Communications and Outreach or other senior member of ELCHC staff.

- All members of ELCHC senior staff shall be mindful of the importance of and knowledgeable of all Florida Acts and Statutes which govern the sharing and disclosure of information held by the ELCHC.

Pro-Active Media Contact

- The Director of Communications and Outreach shall be solely responsible for generating all contact with the media. This will ensure a consistent and accurate approach.
- The Chief Executive Officer, and the ELCHC Board Chair when needed, shall be the primary official spokesperson for the ELCHC. For specific requests, internal subject matter staff may be called upon to interact with the media. The Chief Executive will appoint a substitute spokesperson in the event of his/her absence.
- No ELCHC employee or member of the Board of Directors will initiate contact with or reach out to media on behalf of the ELCHC.
- The Director of Communications and Outreach is solely responsible for developing the content of news releases, in conjunction with the Chief Executive Officer, and other

appropriate ELCHC senior staff members, Board Chair, members of the Board of Directors, external content area experts and any impacted partners and/or community agencies. All press releases, regardless of topic, must be approved by the Director of Communications and Outreach and/or the Chief Executive Officer and any designated senior staff member before release.

- All news releases that contain information on Board actions and activities will be reviewed by the Chief Executive Officer, the Chair of the ELCHC Board of Directors and any members of senior staff as designated by the Chief Executive Officer.
 - Releases containing quotes from ELCHC staff members, members of the ELCHC Board of Directors and any persons outside of the ELCHC will be reviewed by the person(s) quoted.
- All approved press releases issued by the ELCHC will be posted on the ELCHC website at or prior to release to the media.
- The Director of Communications and Outreach shall be solely responsible for issue of press releases/statements to the media on behalf of the ELCHC.
- The Director of Communications and Outreach and designated members of the Communications team will prepare ELCHC staff and members of the Board of Directors for media interviews, including provision of briefing materials and interview technique training as needed/required.
- The Communications team will keep a record of all media coverage to assist in audit and evaluation processes.

After Business Hours and Emergency Media Relations

After hours media queries will be referred to the Director of Communications and Outreach.

The Communications team will be part of the ELCHC Incident Plan and in the event of a major incident and/or declared state of emergency, the communications team will, under the direction of the Chief Executive Officer, be solely responsible for all contact with the media.

Roles and Responsibilities: Lead responsibility for this policy lies with the Chief Executive Officer and the Director of Communications and Outreach. Responsibility for implementation, monitoring and review of the policy lies with the Director of Communications and Outreach.

Related Documents:

- ELCHC Social Media Policy

Authored by:	T. Cardwell, Director of Communications	Date Authored:	March 2, 2018
Approved by:	DRAFT ONLY STATUS	Date Approved:	DRAFT ONLY
Maintained by:	Director of Communications & Outreach	Next Review Date:	Annual Review

ISSUE: Communications and Outreach 90 Day Plan

NARRATIVE:

As the ELCHC plans its next steps under new leadership, Communications staff will spend its time over the next 90 days working to support the goals of 'Option A' as presented in CEO Gillette's 90-Day Plan for ELCHC. The themes presented within are broad based and mindful of our currently developing balanced scorecard priorities.

Communications with stakeholders – both within and outside the Coalition – is crucial during this period of very significant industry and organizational change. Regardless of the final direction determined by the ELCHC Board of Directors, it is through thoughtful and planned engagement, that we can better understand the perspectives of our diverse partners, lessen the potential for misunderstanding and create opportunities for *collaborative* communication and harness collective motivation for change that benefits the children and families we serve.

ELCHC Communications & Outreach 90 Day Plan

Preface

As the ELCHC plans its next steps under new leadership, Communications staff will spend its time over the next 90 days working to support the goals of *'Option A'* as presented in CEO Gillette's 90-Day Plan for ELCHC. The themes presented within are broad based and mindful of our currently developing balanced scorecard priorities.

Communications with stakeholders – both within and outside the Coalition – is crucial during this period of very significant industry and organizational change. Regardless of the final direction determined by the ELCHC Board of Directors, it is through thoughtful and planned engagement, that we can better understand the perspectives of our diverse partners, lessen the potential for misunderstanding and create opportunities for *collaborative* communication and harness collective motivation for change that benefits the children and families we serve.

The Communication and Outreach team will maintain the identified strategic goals, objectives and outcomes (*system and child/family*) as determined and discussed by the Board in its 2017-2022 Strategic Plan document. Communications efforts will continue to support the priority areas of organizational excellence, parent support and education, high quality early learning, and public engagement.

Introduction

The stated mission of the ELCHC is to promote school and life success for all young children and their families through quality school readiness services and supports. Per its 2017-2022 Strategic Plan presented in August of 2017,

Assumptions

- The Coalition's 2017-2022 Strategic Plan may not remain in place or may be significantly altered
- The Coalition may select a path other than Option A
- Balance Score Card priorities and/or benchmarks may alter tactics and strategies and outcomes

Goals

The goals of the communications and outreach strategy are to fuel a collective effort that:

- That Hillsborough County will recognize early childhood as an important segment of the overall education continuum and act to support policies and investments promoting high quality early childhood care and education for all children.
- Educate and build relationships to broaden and strengthen the base of support for early learning and thus, the ELCHC
- Educate and build relationships to broaden and strengthen engagement
- Position the ELCHC as a channel through which new conversations about early childhood care and education are sparked
- Promote opportunities for community conversations about early childhood care and education
- Expand beyond ELCHC's current network to reach new audiences and potential champions

Messaging Strategies

Despite the many agencies, programs and services available to families in Hillsborough County, an opportunity exists to leverage our common areas of focus (*learning and development, health and well-being, and family support and education*) to advance a framework that embraces the value and importance of early childhood. This is an opportunity for the ELCHC to communicate and convene under a broad umbrella effort in which the ELCHC and any and all community partners, advocates and constituents may play a role. This effort will:

- Leverage all existing efforts to amplify early childhood awareness, maximize reach and strengthen engagement across all audiences.
- Attract more cross-sector early childhood champions
- Create messages that are integrated for the whole early learning community
- Create messages that are in strategic alignment of early learning partner to reach more constituents.
- Create messages that tell the ELCHC and early learning story

Media

Media will be used as a tool in strategies and tactics to advance the goals and objectives of the plan. Within this 90-day period ELCHC will:

- Draft an Op-Ed regarding the positive impacts of HB1091 and the Omnibus Spending Bill on early learning
- Identify CEO guest editorial opportunities through which we can highlight the changing landscape of early childhood

ELCHC COMMUNICATIONS & OUTREACH COMMITTEE MEETING - APRIL 3, 2018

DISCUSSION ITEM

ITEM IV.B.

FY8-19 COMMUNICATIONS & OUTREACH PROPOSED BUDGET

	AMOUNT	NARRATIVE/NOTES
PROFESSIONAL DEVELOPMENT		
Training & Conferences	2,000.00	AMA NonProfit Marketing Conf.
Professional Development Subtotal	\$2,000.00	
SUPPLIES AND MAINTENANCE		
Website Maintenance Contract (Annual)	14,400.00	Maintain content management system and hosting FTP files, etc.
Supplies & Maintenance Subtotal	\$14,400.00	
SOFTWARE		
Deluxe Hosting - Website Hosting fees	240.00	Website hosting fee
Liquid Web	180.00	Website fee
Digicert	475.00	SSL Certificate
Adobe Creative Cloud Software (3)*	839.64	Graphic packages for 3 Communications staff
Constant Contact*	798.00	Digital email marketing tool
Monday.com Subscription*	354.00	Project management tool for designers (Communications)
Software Subtotal	\$2,886.64	
ADVERTISING & OUTREACH		
Outreach	6,000.00	These expenses include outreach activities that happen throughout the agency. IECP collateral, IECP conference materials.
Events		
Quarterly Provider Meetings	4,000.00	
Quarterly Parent Nights	5,000.00	
Back to School Fair	9,798.00	
Tampa Bay Parenting Full Page Ads	4,000.00	
Paid social media posts	1,000.00	
Other Outreach Activities (IECP)	14,000.00	
CCR&R Activities	8,000.00	
Events - Large ELCHC Sponsored		
ELCHC Annual Day of Play	15,000.00	
Glazer Toddler Takeover	5,000.00	
Advertising & Outreach Subtotal	\$71,798.00	
PRINTING & BINDING		
Miscellaneous printing and binding	9,760.00	
Quality Counts Materials	5,000.00	
VPK Calendar	15,000.00	
Miscellaneous printing and binding	3,840.00	Business cards, name badges
Printing & Binding Subtotal	\$33,600.00	
OTHER OPERATING		
Dues & subscriptions	\$600.00	iStock photo credits
Other Operating Subtotal	\$600.00	
TOTAL	\$125,284.64	

* Indicates items left of initial proposed budget presented. These items may/may not make it onto the final budget.

COMMUNICATIONS AND OUTREACH SUMMARY



Early Learning Coalition of Hillsborough County

January 1, 2018 - March 31, 2018

Social Media Analytics



1,393 Likes
227 Avg. Daily Reach
26 Avg. Daily Engagement



956 Followers
57 ReTweets
74 Likes

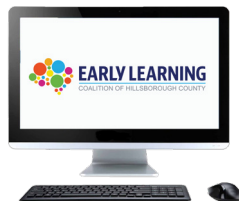


166 Followers
28 Connected Employees
282 Avg. Engagement



9 Videos
16 Subscribers
431 Avg. Views

Website Analytics



- Most Visited Pages: VPK, SR and Provider pages
- 26,250 Total Users
- 99,290 Page Views
- 1:43 Average Time Per Page
- 1:56 Average Session Duration
- 2 Page Visits Per User

Provider Notes Eblasts

- 25 Emails Sent
- 55% Desktop Opens
- 2,638 Recipients
- 45% Mobile
- 37% Open Rate
- 13.6% Click Rate



Board News & Updates Eblasts

- 8 Emails Sent
- 81% Desktop Opens
- 29 Recipients
- 19% Mobile
- 55% Open Rate
- 18.4% Click Rate

Highlights: Where we've been and what we've done.

Media, Advocacy & Outreach

- **Hillsborough Day at the Capitol** 1/17/18 - Board Chair, Aakash Patel and ELCHC's Bobbi Davis went to Tallahassee to speak with Lawmakers to discuss the importance of early education.
- **ABC Action News and Scripps Howard Foundation Book Garden Donation** 1/23/18 - More than 3,000 books were donated to the Book Garden
- **Tracie Cardwell was a guest on The Current with Roxane Wilder (Beasley Media Group)** to discuss Day of Play and ELCHC services
- **Ads in Tampa Bay Parenting Magazine** to promote Summer VPK registration
- **Molina Foundation Book Buddies Book Donation** 3/16/18 - Molina donated more than 5,000 books to the Book Garden.

Community Partners

- **University Area Community Development Corporation (UACDC) Partners Coalition Q1 Meeting** 1/25/18
- **Chrysalis Meeting** 2/7/18
- **UACDC Partners Lunch and Learn** 2/15/18 - An Introduction to the Prodigy Program which introduces children 7 -17 to different avenues of self-expression.
- **Pastor's and Leader's Breakfast** 3/1/18
- **Girl Scouts of West Central Florida Women of Distinction Luncheon** - attended by Tracie Cardwell and Diane Jacob 3/8/18
- **Children's Board of Hillsborough County's Community Alliance Meeting** 3/13/15
- **Arthenia Joyner Library Grand Opening Event** hosted by the UACDC 3/26/18

Parent Outreach

- **Family Services collaborated with FDLRS/Early Childhood Council (ECC)** to attend free screening programs for children in Wimauma (1/18/18), Tampa (1/26/18 & 2/2/18) and Plant City (3/2/18) to assist more than 200 families with VPK applications, School Readiness and CCR&R services and programs.
- **Staywell/WellCare Return to School Fair** 1/31/18 - 300 were in attendance
- **Tampa Family Health Center Osborne Addition Open House Resource Fair** 2/3/18 - 150 were in attendance
- **Day of Play** 2/25/18 - More than 2,000 in attendance
- **Tampa Housing Authority Resource Fair** 3/15/18 - 50 in attendance
- **4th Annual Community Services Fair** 3/24/18
- **Concorde Career Institute Student Appreciation Event and Resource Fair** 3/29/18

ISSUE: 2018 Day of Play Event Report

NARRATIVE:

On February 25, 2018, the Early Learning Coalition of Hillsborough County hosted Hillsborough County's biggest play date—Day of Play. The event was held at Al Lopez Park and highlighted the importance of play as a vital component of early childhood development and learning. Activities were geared toward healthy brain development and enhancing social and cognitive skills for ages birth through 12.

Planning Committee

- 10 representatives of local early learning organizations and local businesses (*i.e. Glazer Children's Museum, Tampa Bay Parenting Magazine, Hillsborough HIPPI, Head Start, etc.*)
- Monthly planning committee meetings began September 2017 and concluded March 2018

Event Budget

- Amount Budgeted: \$15,000
- Actual Expenditures: \$12,090
- Sponsorships Received:
 - PNC Bank - \$10,000
 - Staywell/Wellcare - \$500

Exhibitors

- 42 exhibitors from various sectors of the community presented interactive play-based activities that touched on numerous domains and components of early childhood development.
- Day of Play 2018 included the new feature or take away for families in attendance. This year, ELCHC introduced a "*Click-a-Tip*" feature. Each exhibitor's table had a card that offered instruction to parents on which domain the activity addressed and offered them instruction on how to reproduce the activity in the home for little to no cost.

Entertainment

Event attendees enjoyed a full program of family-friendly, youth-focused entertainment which featured:

- Sulphur Springs Community School Drummers – middle school aged youth drum corps
 - Grupo Folkorico Mahetzi – Mexican dance troop featuring children of all ages performing traditional Mexican dances
 - Clogging for a Cause – Youth and adult dance and acrobatic troop featuring children from 3 years of age and up.
 - Roadblocks - Youth rock band
-

Attendance

- City of Tampa Parks and Recreation personnel reported that approximately 2,000 – 2,500 families attended the event. Staff and exhibitors reported that their interactions with families in attendance were positive and that many expressed that they were impressed by the variety and quality of activities provided at the event.
- Onsite feedback from families indicated that most were '*surprised*' about the large number and types of services for children and families offered in Hillsborough County.

Event Closeout

- The planning committee met and discussed event outcomes and possible changes for the 2019 event. The committee discussed and selected **Sunday, March 3, 2019, 11:00 a.m. to 3:00 p.m. as the date for 2019 Day of Play.**

ISSUE: ELCHC Community Book Garden Update

NARRATIVE:

The Early Learning Coalition Community Book Garden officially opened its doors on August 24, 2017 with a grant from the Tampa Bay Lightning Foundation. Since its opening, the ELCHC has distributed more than 7,000 books and is on target to exceed the first-year goal of distributing 10,000 new, age and culturally appropriate books to children in Hillsborough County. Since its opening, the ELCHC has secured additional resources to sustain the Book Garden through generous book donations from:

- ABC Action News/WFTS employees - Donated 3,000 new books valued at \$8,000
- Molina Foundation – Donated over 5,500 new books

The ELCHC has also implemented partnerships with Scholastic and First Book to ensure our supply high quality, age appropriate affordable books for both English and Spanish speaking early learners. We anticipate receiving another large book donation in the near future via a partnership with a private individual and have an additional grant under consideration for new funding to maintain our current level of distribution. Our initial experience and early success has demonstrated to us that once donors see and feel the impact of the actual Book Garden, we are able to garner their support.

The Coalition also used some of the initial funding to develop a set of literacy tip brochures that are specific to parents of babies, toddlers and preschoolers. ELCHC is in the process of translating the Literacy Tips to Spanish and expanding the print quantity. Tips are routinely distributed to parents when their child selects a book from the Book Garden.

It is ELCHC's goal to sustain and expand on Drew Valenti's founding vision for the Book Garden. We look to extend the reach of the Book Garden beyond its current physical location and take it out into the community with the assistance of current and potential partners, specifically targeting at-risk children in identified areas of need throughout Hillsborough County.

A collaborative team of ELCHC staff has been formed and charged with developing a plan that fully addresses the growth and sustainability of the Book Garden.



EARLY LEARNING

COALITION OF HILLSBOROUGH COUNTY

Community Book Garden



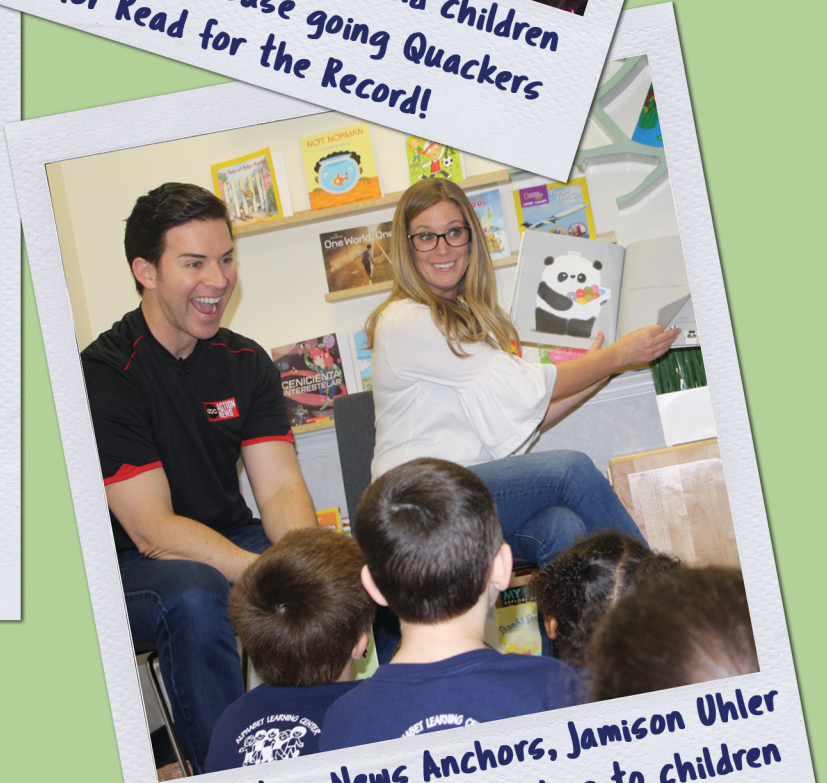
Children from Alphabet Learning Center received books from ABC Action News and Scripps Howard Book Garden donation



Miss Florida, Sara Zeng, and children from Kid's Clubhouse going Quackers for Read for the Record!



Drew Valenti and Board members at the Book Garden Grand Opening Ribbon Cutting Ceremony



ABC Action News Anchors, Jamison Uhler and Lindsay Logue, reading to children from Alphabet Learning Center