



**COMMUNICATIONS &
OUTREACH COMMITTEE
MEETING AGENDA**

Thursday, November 1, 2018 at 3:00 pm
6800 N. Dale Mabry, Suite 134
Tampa, Florida 33614
Call-in: 866-866-2244
Access Code: 5194796

I. CALL TO ORDER

- A. Quorum Verification
- B. Approval of Minutes for January 18, 2018 Committee Meeting (Pg. 2)
- C. Approval of Minutes for April 3, 2018 Committee Meeting (Pg. 4)

II. PUBLIC COMMENT I

Individuals wishing to address the Early Learning Coalition of Hillsborough County Board of Directors must complete a Public Comment Request Card and submit it to the official recorder prior to the noticed start time of the meeting. Said comments will be limited to three (3) minutes per individual on a first come, first serve basis, and only at such time as is identified on the official meeting agenda for public comment. All public comment in Public Comment I must pertain to an item on the approved agenda.

III. OLD BUSINESS

IV. ACTION ITEMS

V. DISCUSSION ITEMS

- A. Committee History: Background, Focus, Purpose
- B. Priorities, Direction, Objectives
- C. Strategic Roadmap

VI. ADJOURNMENT

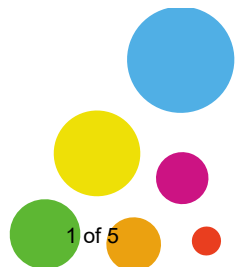
UPCOMING MEETINGS

Governance Committee Meeting- Thursday, November 8, 2018 at 2:00 pm

Board of Director's Meeting- Monday, November 13, 2018 at 3:00 pm

Executive/Finance Committee Meeting- Monday, January 14, 2019 at 3:00 pm

UPCOMING EVENTS





COMMUNICATIONS & OUTREACH COMMITTEE UNAPPROVED MINUTES

Thursday, January 18, 2018 at 10:00 am
6800 N. Dale Mabry, Suite 134
Training Room A
Tampa, Florida 33614

MEETING ATTENDANCE

Facilitator: Dianne Jacob, Co-Chair

Committee Members Present:

Dianne Jacob and Aakash Patel

Committee Members Absent:

Jennifer Kuhn

Board Members Present:

Dr. Daphne Fudge and Kelley Parris

ELCHC Staff:

Tracie Cardwell, Steve Costner, Jonna Gordon, Chad Leonard, and Kelley Minney

Other Attendees:

CALL TO ORDER

Quorum Verification

Noting a quorum had been established, Dianne Jacob called the meeting to order at 10:03 am.

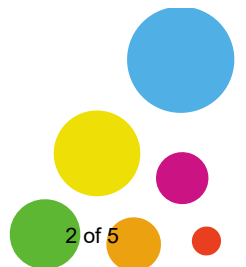
New Staff Introductions

Tracie Cardwell introduced Jonna Gordon as the new Communications & Outreach Specialist.

OLD BUSINESS

Lightning Provider Night Fundraiser Update

Tracie Cardwell, ELCHC Communications & Outreach Director stated that, to date, the Coalition had not received the money from the Lightning Provider Appreciation fundraiser that was held on February 2, 2017. Ms. Cardwell added that Elizabeth Frazier, with the Lightning Foundation, had indicated that the Coalition would receive a check within two weeks, which, Ms. Cardwell stated would be January 19, 2018. Dianne Jacob stated that she would reach out to Ms. Frazier regarding the payment.



DISCUSSION ITEMS

Communications & Outreach Dashboard

Tracie Cardwell reported that Jonna Gordon, Communications & Outreach Specialist, had developed a Communications & Outreach Dashboard that provided Board members a snapshot of outreach efforts from December 2017 through January 11, 2018. The dashboard included social media data & analytics and statistics from the number of board news and updates Eblasts. Ms. Cardwell requested that Committee members contact her if they wanted more information included on the dashboard. Dianne Jacob requested more information regarding the impact of the events and who attended the events.

FY 2018-2019 Communications & Outreach Budget

Ms. Cardwell stated that a Statement of Budget Activities of the Communications Department through December 31, 2017 had been included in the agenda packet. Mr. Steve Costner clarified that two line items in advertising & outreach, Back to School Fair and Toddler Takeover event, were over budget due to increased amounts in sponsorships, but that the overall communications budget had not exceeded its approved budgeted amount. Ms. Costner added that additional funds in the amount of \$13,000.00, would be used from the FY 2017-2018 communications budget to help cover the Champions for Children contract expenditures. Ms. Cardwell requested that the Committee begin to consider the FY 2018-2019 Communications & Outreach budget priorities.

Aakash Patel requested that a copy of the Toddler Takeover report be provided at the next Board meeting.

The Committee requested that staff provide a matrix that included:

1. Priorities,
2. Potential partners, and
3. Past sponsorships and the dollar amount that was sponsored.

Dianne Jacob recommended the development of sponsorship packages for events.

Upcoming Initiatives & Events

Ms. Tracie Cardwell noted upcoming initiatives and events:

- ELCHC provider Job Board- Providers are able to submit job listings to find qualified applicants. The Job Board was set to launch at the end of January.
- ELCHC Digital Parent Magazine- launch scheduled for mid-February with 400 subscribers, to date.
- Day of Play- scheduled for February 25, 2018 at Al Lopez Park from 10:00 am to 2:00 pm.
- Celebrate Literacy Florida! Ms. Cardwell stated that ABC Action News had made a donation to the ELCHC Book Garden when it opened and two news anchors will be at the Coalition on January 23, 2018 to unbox their books and read to a small group of children. Ms. Cardwell added that Board members are welcome to attend.

ADJOURNMENT

The meeting adjourned at 10:56 am.



**COMMUNICATIONS &
OUTREACH COMMITTEE
UNAPPROVED MINUTES**

Tuesday, April 3, 2018 at 2:00 pm
6800 N. Dale Mabry, Suite 134
Tampa, Florida 33614

MEETING ATTENDANCE

Facilitator: Dianne Jacob, Co-Chair

Committee Members Present:

Dianne Jacob & Aakash Patel

Committee Members Absent:

Jennifer Kuhn

ELCHC Staff:

Tracie Cardwell, Steve Costner, Gordon Gillette, Jonna Gordon, Kelley Minney, & Abby Perez

Other Attendees:

CALL TO ORDER

Quorum Verification

Noting a quorum had been established, Dianne Jacob called the meeting to order at 2:02 pm.

PUBLIC COMMENT

There was no Public Comment

OLD BUSINESS

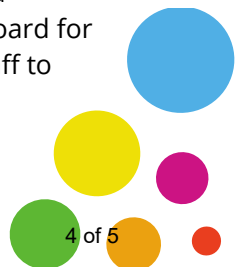
There was no Old Business.

ACTION ITEMS

Communications & Media Policy

There was a discussion regarding the Communications & Outreach Media policy. Mr. Gillette explained that the media policy was developed to consistently promote the Early Learning Coalition mandate and mission with key stakeholders in the media. In addition, the policy would ensure that all communications would be managed by a predominate lead within the communications department, and that the lead would ensure that communications between the CEO and Board Chair were aligned.

The Committee requested that staff collect sample media policies to compare against other Coalitions and non-profits, such as, Miami/Dade/Monroe and Palm Beach, and the Tampa Chamber of Commerce. Chair Patel proposed that the action item be moved to the full Board for approval after the Committee reviewed the sample policies. Ms. Dianne Jacob advised staff to send copies of the sample policies to Sandra Murman for her recommendation.



DISCUSSION ITEMS

90-day Communications & Outreach Plan

Ms. Tracie Cardwell, ELCHC Communications & Outreach Director, explained that in Gordon Gillette's 90- day plan there was a significant change in focus in how the Coalition communicated to the early learning community and its partners. Ms. Cardwell stated that the Communications team spent time drafting communications and outreach goals that would directly support Mr. Gillette's paradigm, and, also continue to support the Coalition's core audiences and constituents.

FY 2018-2019 Communications & Outreach Proposed Budget

The Committee reviewed the FY 2018-2019 Communications & Outreach Budget.

ELCHC Community Book Garden Update

Abby Perez, ELCHC Family Services Coordinator, delivered a presentation about the ELCHC Community Book Garden.

ADJOURNMENT

Citing no further business, Aakash Patel made a motion to adjourn the meeting at 3:40 pm. Dianne Jacob made a second. The motion carried unanimously.