



ELCHC Executive Committee Special Meeting

Thursday, March 16, 2023 at 3:00 pm

6302 E. Dr. Martin Luther King Jr. Blvd., Suite 100, Tampa, FL 33619

Meeting ID: 856 1176 8349

Passcode: 423580

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ELCHC Executive Committee Special Meeting AMENDED Agenda Packet

March 16, 2023

I. CALL TO ORDER

A. Patel

A. Roll Call/Quorum Verification

II. PUBLIC COMMENT

A. Patel

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.

III. DISCUSSION ITEMS

A. Patel

A. Legislative Update: Special Appropriations Request - 3

B. Hillsborough Day in Tallahassee March 22, 2023

C. Children's Summit 2023 Update - 5

D. Development Committee Meeting Minutes from March 08, 2023 - 8

E. LivingHR Report

IV. ADJOURNMENT

A. Patel



For Immediate Release

Contact Grayson Kamm | 727.430.2247

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Lawmaker Proposes “Summer Boost” Camp to Help Struggling Pre-K Students

New program would combine three key tools: intensive learning for kids, experienced mentors for teachers, and education for parents

TAMPA, FL (Date) – A state legislator from Tampa is seeking funding for an innovative new “Summer Boost” program aimed at helping students who are falling behind in Voluntary Pre-K (VPK) classes.

A troubling 50% of Tampa Bay’s students are not ready for kindergarten. To reverse that disturbing trend, Summer Boost would deliver an extra month of intensive learning for kids, pair teachers with a mentor teacher who has a record of success, and enroll parents in seminars to reinforce learning at home.

That combination—of educating students, teachers, *and* families—would be the first of its kind for a summer program for preschoolers in Florida. State Sen. Jay Collins is requesting a budget appropriation to implement the program, which was developed by the Early Learning Coalition of Hillsborough County.

“Our children are our future. For Florida to succeed, we need our children to succeed. When we know that half of our students are starting kindergarten behind, we owe it to them to take bold steps to turn that around,” said Sen. Collins, who serves on three Florida Senate committees related to education.

“Summer Boost zeroes-in on students who are on the edge, where intensive help at the right moment can make the biggest difference,” said Aakash Patel, Board Chair for the Early Learning Coalition of Hillsborough County. “By also educating families on how to help their kids learn, and giving teachers an experienced mentor, Summer Boost has an impact on the whole child.”

The nonprofit Early Learning Coalition works to improve education access and quality for kids from birth to age five. Kindergarten readiness is measured by testing for basic skills like counting and letter sounds when students enter kindergarten. In the Tampa Bay area, [only 50% of students pass this test](#).

“Summer Boost would serve 1,000 Pre-K students in Hillsborough County, reaching a large percentage of the 3,000–4,000 children in the county who enter kindergarten each year without the skills they need to succeed,” said Fred Hicks, CEO of the Early Learning Coalition of Hillsborough County.

Requested funds from the Legislature would cover pay for the teachers; stipends for supplies and travel; and compensation for substitute teachers and parents’ time during family education. The cost of the intensive program averages out to around \$100 per student per day, with an overall budget request of \$2,100,000.

“Investing now will deliver dividends for the future of Florida,” Sen. Collins added. “Preparing our children for kindergarten will help make sure that they’re more likely to graduate from high school, earn a higher income, be healthier as an adult, and stay out of the criminal justice system. This is common-sense.”

If funded by the Legislature, the Summer Boost program would roll out quickly, in the summer of 2023. Following initial success in Hillsborough County, this model could be quickly replicated in other areas across Florida.

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**2023 Hillsborough County
Children’s Business Summit**

Summit Objectives: Set from December to January 2023

The **purpose**¹ of the summit is to engage business leaders regarding the importance of the continued work, resources, and importance of ensuring every child is ready for school. This is accomplished through edification regarding the importance of brain development (the 1st 1000 days²) and its impact on lifelong learning, academic achievement, school readiness, social emotional health, better health, and future success.

The summit **connects** business leaders with the Early Learning Coalition of Hillsborough County’s need for resources to support family engagement, teacher recruitment, teacher retention, programming to support families with special needs. This fundraising effort aligns three strategic questions for business leadership input:

- ✓ How to support families with special needs
- ✓ How to increase the love of reading and math toward improving the current school readiness rate³ (Legislative Support)
- ✓ Addressing tangible family engagement toward ensure responsibility for parents as first teachers⁴ (family friendly practices at their business)

Target audience: Set as of January 2023

The summit will attract members of the Hillsborough (Tampa Bay) Business leadership, owners, philanthropists, and donors.

Save the Date: Set as of February 2023

September 21, 2023

Venue: -Done as of March 1, 2023

The Portico – 1001 North Florida Avenue, Tampa, FL 33602. (In the works)

Budget: Draft Presented at the Development Meeting on March 8, 2023

- venue rental:
- catering:
- marketing:
- speaker fees:

¹ Th summit serves as a launch for the business strategic plan to provide a viable workforce with more: children ready for school, high school graduates, and higher education, certifications, and skills for life.

² For more see: https://bainumfdn.org/wp-content/uploads/2019/06/Bainum_First1000Days_Brief-002.pdf

³ Lookup readiness rates here: [Readiness Rates Home | FL Voluntary Prekindergarten | OEL \(floridaearlylearning.com\)](#)

⁴ For more see: [The World Celebrates Parents as Educators Today | Parents International](#) and [Parents as first teacher - Document - Gale Academic OneFile](#)



EARLY LEARNING

COALITION OF HILLSBOROUGH COUNTY

2023 Hillsborough County Children's Business Summit

- other costs:

Need to find a good corporate sponsor: Wells Fargo, PNC, or Truist

Current projected net as of March 2023: \$45,000

Agenda: Discussed at Development meeting in March

- Registration
- Welcome by Chair: Pledge of Allegiance, Recognition of Donors
- Madeline Thakur Speaks
- Presentation of Celebration Checks by CEO
- Keynote Speaker: Vance O. Speaks
- Animation Short Video
- Closing Remarks: Asks
- Survey texts to attendees (3 points special needs, sustainability of industry pay, improving love of reading)

Invite speakers: Discussed at Development meeting in March

Possibly: Vance Aloupis and **Madeleine K. Thakur**, Possibly Demetra of the Tampa Bay Partnership

Sponsors: Discussed at Development meeting in March

Reach out to experts in the field and potential sponsors to participate in the summit.
Development Committee. Ann Marie at Hillsborough County Public Schools is able to purchase a table.
Idea for a Donor Wall: see our lobby. Notes/bullets from the March development meeting:

Donor Newsletter

Keep in mind that it's a luncheon and not a dinner

Bring in a Center to do the Pledge of Allegiance

Visit the Centers list

Platinum, Gold, Silver, Donor Levels

Promote the event:

Use various marketing channels to promote the event, such as email marketing, social media, and targeted advertising, BOD connections, business connections, and database of stakeholders.

Logistics:

Ensure that all logistical details are taken care of, including registration (QR Codes with Webauthor), transportation if applicable, parking, accommodations, and on-site management, clean up, and debrief.



**2023 Hillsborough County
Children’s Business Summit**

Conduct the Summit:

During the event, ensure that everything runs smoothly (audio) staff in place, and that attendees are engaged and informed.

Follow up with attendees and sponsors:

After the event, send out surveys to attendees to gather feedback and provide sponsors with a summary of the event's impact. Launch the donor follow-up, relationship cultivation based on personalized correspondences, gifts from children in care, invitations to visit centers, holiday thank you notes, happy birthdays, and personal phone calls toward ‘loyalty and a sense of family’.



EARLY LEARNING

COALITION OF HILLSBOROUGH COUNTY

DEVELOPMENT COMMITTEE

UNAPPROVED MINUTES

Wednesday, March 08, 2023, at 3:00 pm
6302 E Martin Luther King Blvd, Suite 100
Tampa, Florida 33619

MEETING ATTENDANCE

Facilitator: Dr. Shawn Robinson, Chair

Committee Members Present:

Lee Bowers*, Dr. Jodi Marshall*, Dr. Stephie Holmquist Johnson

Committee Members Absent:

None.

ELCHC Staff:

Alison Fraga, Kelley Minney, Kiyana Scott, Abigail Perez, Sonia Duraimurugan, and Gary Meyer

Other Attendees:

None.

**Indicates attendance by Zoom Meeting platform.*

CALL TO ORDER

Quorum Verification

Noting a quorum was present, Chair Dr. Shawn Robinson called the meeting to order at 3:01 pm.

Approval of October 19, 2022, Development Committee Meeting Minutes.

Dr. Shawn Robinson moved to approve October 19, 2022 meeting minutes. Dr. Stephie Holmquist Johnson seconded the motion. The motion carried unanimously.

PUBLIC COMMENT

There was no Public Comment.

ACTION ITEMS

A. Approval of proposed development committee purpose statement and duties.

Dr. Stephie Holmquist made a motion to approve the proposed Development Committee Purpose Statement and Duties. Dr. Jodi Marshall made a second. The motion carried unanimously.

B. Approval of proposed development committee meeting schedule.

Dr. Stephie Holmquist Johnson made a motion to approve the Development Committee meeting schedule with the next meeting to be held on April 12, 2023. Dr. Jodi Marshall made a second. The motion carried unanimously.



C. Approval of minutes from October 19, 2022, meeting.

Dr. Jodi Marshall made a motion to approve October 19, 2022, Development Committee Meeting Minutes. Dr. Stephie Holmquist Johnson made a second. The motion carried unanimously.

REPORTS

Resource Development & Community Relations

Alison Fraga, Chief Development Officer reported.

- Recognition of Erica Turchin Manager of Marketing is moving on to take a position with the Girl Scouts of America and has been instrumental in establishing processes and procedures. She is leaving the coalition in a much better position than when she started.
 - Dr. Shawn Robinson also thanked Erica for your work and leaving the coalition in a better light.
- Sonya Duraimurugan was introduced as the new community outreach coordinator and the newest member of the team.
- Alison reported on 3 specific areas: fundraising efforts, marketing & communication, and community outreach efforts.
 - Through fundraising efforts, the team has seen results that are 115% to goal with \$2.1 million dollars and there are still 4-5 applications that are pending.
- The marketing team has been leading efforts through various outlets such as radio ads, bus ads, social media ads like FB and recently adding OTT. There has been a social media increase of 32% in followers. We have had over 9,000 sets of eyes on social media content and have added additional ads. We have tested many different outlets, and forms of media as well as explored NPR and Spanish radio as well as streaming ads.
- Chair Robinson asked about streaming efforts. Alison explained that ads are being displayed in movie theatres and added video at Winn Dixie within targeted zip codes as well as digital ads like Hulu and Disney Plus. Currently, we are not streaming radio like iHeart radio just channels.
- Alison noted that traditional marketing efforts are being made such as direct mail all are in attempts to raise awareness of the services the coalition provides. Efforts will continue in using radio, digital ads, and direct mail with additional being explored and waiting for data for example: check out at TVs in grocery stores and 2 sets of ads from movie goers. Gas station ads must be regional and not specific zip codes which it may be possible to partner with sister coalitions in the area.

- Abigail Perez, Director of Impact and Community Relations reported community updates.
 - There has been an increase connecting with grassroots organizations and that several books have been distributed during different community events.
 - Question posed by Dr. Robinson as to how these efforts are being measured.

Ms. Perez, stated data available per zip code to ensure efforts are not being duplicated; QR codes on books and collateral are being used to capture data as to how many children and families are being impacted through each community engagement event.

Dr. Hicks thanked Ms. Turchin for her contribution to the ELCHC and wished her well with future endeavors. Dr. Hicks noted that she led her team at the Association of Early Learning Coalitions (AELC) well with a fabulous presentation.

Dr. Hicks stated the Children's Summit is the next level for business leaders in the community. He reported a venue has been secured, as well as a save the date and Alison will report on the details her team has been working on.

DISCUSSION ITEMS

Young Children’s Summit 2023

Alison Fraga reported on Education of Young Children Summit, September 21, 2023. The team has a project planned and a venue secured. The purpose of the Summit is to bring awareness of the importance of early education to business leaders. Also, ensuring that leaders leave the Summit with an idea of how they can help on the legislative-side, the financial-side or both as well as not only helping ELCHC but other early education organizations. Alison also presented the agenda as requested by the Board of Directors. This year we will honor providers with checks in front of business leaders. Plan is sharing the passion and need of early education in the county and then close the program with the “Ask”.

Dr. Robinson suggested to add networking to the agenda.

There was a discussion about details of the project plan specific to lunch, noise control and about logistics of the Summit.

Dr. Hicks asked about survey for feedback. Alison stated that guests will have an opportunity to share feedback via a survey tool and awareness to community outreach events will be shared for example Family Day of Play which is scheduled for 2 weeks after the Children’s Summit.

Dr. Marshall asked about video and what it will show case. Alison responded that the video we are working with an animation studio to produce an animation short. It will show brain development using more inclusive characters and work will is scheduled to start early July. The video will be shown to the Development committee and the Board of Directors for approval.

Dr. Robinson then asked to go over the proposed budget. Ms. Fraga shared the event budget with the committee.

The committee discussed different ways to raise money and other ways to grow a donor database and recognition of donors.

The committee gave additional ideas for the Summit program.

Dr. Robinson reminded the committee of the next meeting date of April 12, 2023. He also stated there were no action items from the budget so today’s agenda will be left as a report for the next Board of Directors meeting.

ADJOURNMENT

Dr. Stephie Holmquist Johnson made a motion to adjourn the meeting at 4:06 pm. Dr. Shawn Robinson made a second. The motion carried unanimously.

Read and approved by: _____ **Date:**

Dr. Stephie Holmquist Johnson, Secretary