



# ELCHC Development & Outreach Committee Meeting Agenda Packet

Wednesday, June 11, 2025 at 3:00 pm

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

<https://us06web.zoom.us/j/86830347482?pwd=ktBoLIYEGHTRHO3QDrIxcaslcyNmazr.1>

Meeting ID: 868 3034 7482

Passcode: 669563



## ELCHC Development & Outreach Committee Meeting Agenda

Wednesday, June 11, 2025

### I. CALL TO ORDER

S. Robinson

A. Roll Call/Quorum Verification

### II. PUBLIC COMMENT

S. Robinson

*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 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. ACTION ITEM

S. Robinson

A. Approval of May 14, 2025 Meeting Minutes - 3

### IV. DISCUSSION ITEMS

A. Summit Host Committee Updates

K. Flannery

B. Summit updates

A. Fraga

C. Program awareness

L. Godwin

### V. CEO REPORT

F. Hicks

A. Legislative Update

B. Children's Summit

C. Summer Boost Update

### VI. ANNOUNCEMENTS

S. Robinson

### VII. SUPPLEMENTAL DOCUMENTS

A. Summit Dashboard PPT format - 7

### VIII. ADJOURNMENT

S. Robinson

## DEVELOPMENT & OUTREACH COMMITTEE UNAPPROVED MINUTES

Wednesday, May 14, 2025, at 3:00 pm  
6302 E Martin Luther King Blvd, Suite 100  
Tampa, Florida 33619  
Hybrid Meeting

### MEETING ATTENDANCE

**Facilitator:** Dr. Shawn Robinson

### Committee Members Present:

Dr. Shawn Robinson, Kelley Flannery, Felicia Thomas\*, Ashley Porch\*, Bob Hyde and Dr. Stephie Holmquist\*

### Committee Members Absent:

Jonathan Ferro

### Board Members Present:

Rebecca Bacon

### ELCHC Staff:

Alison Fraga, Dr. Fred Hicks, Nancy Will, Abigail Perez, Sabrina Ruiz\*, Kiyana Scott\*, Dominique Watson, Kelley Minney, Sonia Duraimurugan, and Abbey Landa

### Other Attendees:

Paul, Quin, and Yander Tovar

*\*Indicates attendance by Zoom Meeting platform.*

### CALL TO ORDER

Quorum Verification

Dr. Shawn Robinson, Committee Chair noted that a quorum was present and called the meeting to order at 3:00 p.m.

### PUBLIC COMMENT

There was no Public Comment.

### ACTION ITEMS

Approval of April 9, 2025 Meeting Minutes

***Bob Hyde made a motion to approve the proposed purpose and proposed duties of the Development & Outreach Committee. Kelley Flannery seconded the motion. The motion passed unanimously.***



## DISCUSSION ITEMS

Kelly Flannery, Development Committee & Outreach Vice-Chair shared the Summit Host Committee update and highlighted the following:

- Ms. Flannery shared with the committee that all invitations had been accepted that were discussed at the April committee meeting they include the following: Sandy Berman, Bemetra Simmons, Brian Butler, and GeGe Kreisher.
- Ms. Flannery shared with the committee that she would personally be making phone calls the following week with community leaders.

Ms. Flannery shared that a review of the guest list from 2024 was being worked on and outreach to individuals was in progress.

Alison Fraga, ELCHC Chief Development Officer, shared the Summit updates and highlighted the following:

- Dashboard updated as of May 14 attached to the agenda packet for the committee's review and for reference
- Sponsorship: Dr. Fred Hicks, CEO ELCHC was able to raise \$54,000 to date at a 61% to goal with the goal of \$90,000
- 27 rsvp's of those 5 are elected community officials-mostly school board members

There was committee discussion on elected officials being invited. Ms. Fraga shared that all elected officials from Plant City, Temple Terrace, law enforcement, county commissioners and city council members had been invited.

There was also committee discussion on Tampa's Mayoral candidates being invited to the Children's Summit as well as Dr. Hicks presenting to the Tampa Chamber. These items were noted for follow-up.

Ms. Fraga did share with the committee that some assistance would be needed to have ELCHC Board members attend and fill their tables. Ms. Fraga shared to date only two ELCHC Board members had confirmed their attendance.

Mr. Bob Hyde, committee member reminded the committee that board members had verbally committed to attend the summit in February at the ELCHC Board of Directors retreat. Ms. Fraga shared that all communication about the Summit would be communicated out the first week of June as this timeline would give Dr. Hicks time to get out the invitations from him, as well as gave time to get the word out on social media platforms, e-mails, and newsletters.

There was committee discussion on communication to be sent week by week by Alison Fraga or Nancy Will, Executive Assistant to Dr. Fred Hicks and Board of Directors Liaison. The committee requested that calendars be sent out weekly to board members. Ms. Fraga stated there would be additional follow-up about further communication by the next committee meeting.

Mr. Hyde asked Ms. Fraga if she was satisfied with the process made to date. Ms. Fraga stated she was very pleased with the process made recognizing Dr. Hicks for his fundraising efforts in meeting with local community partners as well as new connections.

Ms. Fraga shared with the committee that Program Awareness would become a permanent item on the committee's agenda moving forward. Ms. Fraga shared the idea of adding Program Awareness to broaden the committee's understanding of the Resource Development team's interactions and how they support all departments across the ELCHC.

Ms. Fraga shared the following:

- Resource Development Team was built on three main categories
  - Fundraising
  - Outreach
  - Awareness
- Kiyana Scott, Manager, Marketing and Resource Development
  - John Medina, Marketing and Resource Development Specialist
  - Dominique Watson, Social Media and Resource Development Coordinator

Ms. Fraga noted that Ms. Scott's team has worked extremely hard to cultivate the first animated short in 2023 and from there have created 25 million impressions and engagement; the investment made to promote the ELCHC has been unparalleled with over 250,000 newcomers each year to the ELCHC website and social media platforms that include Facebook and X.

There was committee discussion on further tracking impressions and engagement. Ms. Fraga shared that once a user applies for School Readiness or Voluntary Prekindergarten (VPK) the data is lost as due to privacy users can no longer be tracked. Ms. Fraga shared that as funding becomes more restrictive the team will get more creative with being able to measure and track newcomers to the ELCHC social media platforms, which ultimately brings awareness to the mission and goals of the coalition.

- Kelley Minney- Manager, Donor Relations
  - Kelley Minney raised \$2.7 million dollars during FY24-25 to support School Readiness (SR)
- Abigail Perez, Director, Impact and Community Relations
  - Sonia Duraimurugan, Community Outreach Coordinator

Ms. Fraga shared that Ms. Perez and Ms. Duraimurugan have participated in over 50 community events which include a table presence bringing awareness of the ELCHC to these community events.

Ms. Fraga introduced Abbey Landa, Training Support Specialist, on the Program Initiatives and Education (PIE) team under Stacey Francios, Director of Program Initiatives & Education.

Ms. Landa highlighted the following with the Learning Management System (LMS) for Providers:

- Institute of Early Learning Professionals (Providers)
- 651 total users which stress over 9 counties and 3 states
- The old system was good but did not provide information in English and Spanish as the new LMS does
- Offer 43 courses/trainings since the launch in December
- New LMS offers user to navigate systems including an easy-to-use landing page for providers (teachers, owners, etc..to use)
- Dedicated pages to iSpy Program
- Costs is \$30.00/month for membership
- ELCHC trainers have a short bio and picture on the website to allow the user to feel a personal connection with their trainers
- New LMS systems broaden community partnerships and currently, ELCHC has been able to partner with 9 including Zoo Tampa, University of South Tampa, Florida Fish & Wildlife, and many others
- Currently, there are 38 self-paced training courses
- Goal of utilizing a LMS APP with a goal launch date of July 1, 2025, as highly requested by providers

Ms. Landa shared that the portal to the new LMS is on the ELCHC website where a provider can create a free account.

Ms. Fraga shared this new LMS is ahead of the game in the early learning space.

There was committee discussion on community partners and if there were any discounts to help to build up the number of users to the new LMS. Ms. Landa shared it depends as there are several factors and options with membership and the current costs is \$30.00 annual per person and that many owners are purchasing memberships for their directors, teachers, etc..

## **CEO REPORT**

Dr. Fred Hicks gave a brief report on the following due to the time.

### **Legislative Updates**

Dr. Hicks shared the Florida state budget is still being debated by the State House and State Senate. Dr. Hicks shared that a meeting with the Association of Early Learning Coalition's leaders at the end of the week and updates are given every week to all coalitions.

### **Summit Update**

Dr. Hicks shared that he and ELCHC Board Member Annette Eberhart will be meeting with a potential sponsor for the Summit. Dr. Hicks also shared that ELCH Board of Directors, Chairperson Aakash Patel, Founder of Elevate, Inc. purchased a table and recognized Mr. Patel's support and for leading by example.

### **Day of Play**

Dr. Hicks shared the next Day of Play would be held on June 7 and encouraged committee members to attend.

Dr. Hicks shared that the state awarded coalitions \$5 million for summer literacy to ensure kids are ready for kindergarten with more details to come.

## **ANNOUNCEMENTS**

Dr. Robinson shared the following announcements:

- Day of Play-June 7 from 10:00 am-12:00 pm at Victor Crist Community Complex in the University area CDC

## **ADJOURNMENT**

Dr. Shawn Robinson called for a motion to adjourn the meeting.

*Kelly Flannery made a motion to adjourn at 3:52 pm. Bob Hyde made a second. The motion passed unanimously.*



Invites you to

# Education of Young Children Summit

A graphic illustration on a dark blue background with curved lines. It features a semi-circular speedometer with a needle pointing towards the right. Below the speedometer is a blue baby's head wearing a yellow graduation cap. The text "Accelerating Success" is written in large, bold, white letters across the middle of the graphic.

## Accelerating Success

*A RACE TO KINDERGARTEN READINESS.*

**SEPTEMBER 18, 2025 | 12 PM - 1:30 PM**

6500 MOTOR ENCLAVE WAY, TAMPA, FL 33610

## 2025 Education of Young Children Summit

**Thursday September 18<sup>th</sup>**



**EARLY LEARNING**  
COALITION OF HILLSBOROUGH COUNTY

# Performance to Goals: last updated 6.2.25



- Attendance goal = 500
- 5 elected officials
- 9 ELCHC board members



Responsible	Goal	Current	% of goal
RD Team	\$ 15,000.00	\$ 27,500.00	183%
Dr. Hicks	\$ 20,000.00	\$ 12,500.00	100%*
Private BOD	\$ 35,000.00	\$ 17,500.00	50%
Ex. Officio BOD	\$ 7,500.00	\$ 5,000.00	67%
Event ASK	\$ 12,500.00	\$ -	0%
	\$ 90,000.00	\$ 62,500.00	69%