



ELCHC Development & Outreach Committee Meeting Agenda Packet

Wednesday, July 9, 2025 at 3:00 pm

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

<https://us06web.zoom.us/j/85120041422?pwd=ao8WraK3KDbuNkR2BpNabOhBr7bVI9.1>

Meeting ID: 851 2004 1422

Passcode: 544820



ELCHC Development & Outreach Committee Meeting Agenda

Wednesday, July 9, 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 June 11, 2025 Meeting Minutes - 3

IV. DISCUSSION ITEMS

A. Summit Host Committee Updates

K. Flannery

B. Summit updates

A. Fraga

C. Program awareness

N. Gonzalez

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

B. KPI's - 9

VIII. ADJOURNMENT

S. Robinson

DEVELOPMENT & OUTREACH COMMITTEE UNAPPROVED MINUTES

Wednesday, June 11, 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, Felicia Thomas*, Ashley Porch*, Bob Hyde* and Dr. Stephie Holmquist*

Committee Members Absent:

Jonathan Ferro, and Kelley Flannery

Board Members Present:

None.

ELCHC Staff:

Alison Fraga, Dr. Fred Hicks, Nancy Will, Abigail Perez, Sabrina Ruiz*, Kiyana Scott*, and Kelley Minney

Other Attendees:

Paul, Quin, and Dennis Hebert

**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 May 14, 2025 Meeting Minutes

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



DISCUSSION ITEMS

Abby Perez, Director of Impact & Community Relations, gave the following update on behalf of the Summit Host Committee update and highlighted the following:

- Five community partners will be joining the Host Committee that have previously been engaged in the summit
- Host Committee meeting diligently in working together to continue to grow the list of business leaders and community leaders to invite to the summit.
- Ms. Flannery, Chair of the Host Committee, has been reaching out and the committee meets monthly.

Dr. Hicks shared with the committee that Chair Patel would like a list of potential sponsors/invitees ready for the Board of Directors meeting the following week.

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

- Dashboard updated as of June 2 attached to the agenda packet for the committee's review and for reference
- Performance to Goals raised \$67,500 in sponsorships to date; reminder that this event is very expensive due to the single source food for the event and the location itself; this does cover all the expenses of the event
- Sponsorships include Florida Blue, Tampa Electric, Brandz, Suncoast Credit Union, Glazier Children's Museum, Early Learning Communities, Elevate, GTE Financial, Hillsborough Community College, Blue Crew, Synovus Bank, Dr. Joseph Brown, Roebuck Technologies, Webauthor, Simply Healthcare, McGohan Brabender and Sunshine Health
- Tickets are available online and have sold a handful of tickets
- Mayor Jane Castor accepted invitation to the Summit so the list of elected officials is growing
- There are 9 board members that have completed their RSVP
- Seats that come with sponsorships will fill about 130 seats and many are board members
- Filling about 350 seats on the way to 500

Ms. Fraga explained that McGohan-Brabender was a sponsor of the summit, however, Dr. Hicks upsold the sponsorship to 'Title Sponsor' so Dr. Hicks would be receiving the credit for the entire sponsorship.

Ms. Fraga explained that board members have a link to share with leaders they would like to invite in BoardEffect the tool kit has the necessary information to assist board members. Ms. Fraga also explained this is how the team knows at what table to place guests on the day of the summit.

Summit communications mostly on LinkedIn and e-mail communication to past sponsors and current sponsors. About 45 days out from the event there will be an increase of promotion on all ELCHC social media platforms.

Ms. Ashley Porch shared that her birthday FB fundraiser check should be arriving soon. Ms. Fraga thanked Ms. Porch for all her efforts in support-raising for the summit. Ms. Fraga also made mention that the Burns' check had arrived in- which Ms. Porch was responsible for making the connection.

Ms. Fraga shared the following fundraising highlights:

- Closing out the FY due to Dr. Hicks's efforts with the Children's Board with a little over \$4 million in local funds raised, which exceeds the stretch goal by 175%. Ms. Fraga shared that Kelley Minney, Manager of Donor Relations, wrote many grants to assist with local funds raised.
- Three-year grant with United Way Suncoast for \$210,000 over the next three years which Lissette Godwin Manager of Program Support will be sharing during this meeting.
- 25 million impressions and the next release of animated short before the Summit; Florida Blue will fund the 5th

animated short on Literacy going into FY26

- Kiyana Scott, Manager, Marketing and Resource Development
 - Team completing the year with over 200 requests from ELC staff
 - Emphasis on Voluntary Prekindergarten (VPK) and enhancement of tools; goal to raise \$25,000 in celebration of the ELCHC's 25th anniversary

Mr. Fraga shared the following outreach highlights:

- Day of Play lead by Abigail Perez, Director of Impact and Community Relations
- More than 300 attendees
- Two Board Members attended Dr. Shawn Robinson and Ms. Annette Eberhart

Ms. Fraga introduced Lissette Godwin to share about the program she developed and worked closely with Kelley Minney to secure funding with United Way.

- Focus on 3-year-old classroom, prepping them for VPK program or 4-year-old classroom
- Teacher training
 - 5-part series from the start of conversation and being able to stay on topic through publishing
 - Alphabet focus
 - Voluntary Prekindergarten (VPK) programs are the low hanging fruit but also target 4-year-old who may be forgotten
 - By the first week of November, they would have gone through the program:
 - Assess teachers
 - Assess students
 - Refresher for all involved
- Backpacks
- Resource kit to send home with the families
- Receive Big Book set-books on tape
- Three-year-old program also receive Big Books
- All children receive an at home library to focus on STEM, Social Studies, Math and hand-on activities
- Data had 25% growth last year and this year 69% of children that completed the program tested ready for kindergarten: hugely successful
- 17 classrooms currently, and with United Way sponsorship added 30 classrooms with over 930 children served
- Strengthening relationship with local public schools

Dr. Hicks shared that some of the schools in the program will be schools that he will be visiting. Dr. Hicks also shared that additional data through the University of South Florida.

There was a discussion on the tote children receive vs bookshelves for the store the home book libraries. Ms. Godwin shared that the totes are holding up well and made it through cycles of book distribution.

CEO REPORT

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

Legislative Updates

Dr. Hicks shared the governor signed off on the guidelines for income qualifications to change which will allow more families to receive services from the coalition. The proposed bill has language on the backend that will allow money given back from all coalition in Florida to be reappropriate for the next fiscal year. Dr. Hicks shared that local match dollars are the same as the last fiscal year at \$30 million for all coalitions in the state. Dr. Hicks also shared that this will allow the coalition to get more children in seats.

Summit Update

Dr. Hicks shared the bulk of the work left, is going to focus on the goal of raising \$90,000. Ms. Annette Eberhart has been meeting with GTE along with himself. Dr. Hicks shared that Ms. Eberhart has been instrumental in being involved with these meetings. Dr. Hicks recognized Board Member Ashley Porch and all the work she has put into raising funds for the summit.

Summer Boost

Dr. Hicks shared that Lissette Godwin and her team are excited to do the work of another Summer Boost program. Dr. Hicks shared that the state program of Summer Bridge had only three inquiries to date while the ELC had identified over 400 families with centers and teachers that families are familiar with and comfortable with leaving their children with for their educational needs.

There was conversation on Dr. Hicks's presentation to the Executive Committee of the Tampa Chamber.

ANNOUNCEMENTS

Dr. Robinson shared the following announcements:

- Next meetings will be held on July 9 and August 13 with the summit in September.

ADJOURNMENT

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

Bob Hyde made a motion to adjourn at 3:51 pm. Ashley Porch 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. The speedometer has segments in pink, red, orange, yellow, and green. 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 18th



EARLY LEARNING
COALITION OF HILLSBOROUGH COUNTY

Performance to Goals: last updated 6.26.25



- Attendance goal = 500
- 9 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	\$ 22,500.00	64%
Ex. Officio BOD	\$ 7,500.00	\$ 7,500.00	100%
Event ASK	\$ 12,500.00	\$ -	0%
	\$ 90,000.00	\$ 70,000.00	78%

** - I know this doesn't "math" but we are giving you 100% credit for upselling McGohan 😊

Reaching thousands, raising millions, connecting communities.

The Resource Development Department has **met and exceeded all our fiscal year 2025-2026 goals**. Through dedicated outreach events, we reached thousands of individuals, secured substantial local funding, and significantly increased website visitors. Our team's relentless efforts have strengthened our community connections and advanced our mission of early learning excellence.

Key Performance Indicators (KPIs)	Target	Actual	Stretch	Percentage Achieved
Total outreach events hosted or participated in by the ELCHC	50	57	60	114%
Total individuals reached through ELCHC hosted Events	700	1,922	1,000	274.6%
Total Local Funds Received	\$2,100,000	\$4,029,616.39	\$2,300,000	191.9%
Total Website Visitors	150,000	175,424	200,000	116.9%

NOTE: KPI data sourced from the Balanced Scorecard and tracked by the MIS Department, verified for accuracy as of June 26, 2025.

