



*The Coalition's Mission is to provide leadership and advocacy that builds a community
where all children are prepared for success in school*

Advocacy and Resource Development Committee Meeting

Monday, August 29, 2011

11:30am to 12:30pm

Early Learning Coalition of the Big Bend Region

Northwood Centre, 1940 North Monroe Street, Suite 70, Tallahassee, FL 32303

Committee Members Present:

Maureen Daughton (phone)
Pam Butler
Monesia Brown
Angel Trejo
Janice Sumner
Alisa Ghazvini
Carrie Rubenstein, Acting Chair

Committee Members Absent:

Bob Gabordi, Chair

Staff Present:

Lauren Faison, Chief Executive Officer
Molly Lord, Director of Community Partnerships
Joey D'Souza, Governance Coordinator

Guests Present:

n/a

1. Welcome and Roll Call

Carrie R., welcomed committee members and staff. Roll call was taken and quorum was at 11:35

2. Approval of Agenda

The motion to approve the agenda for this meeting was made by Angel T.. This motion was seconded by Alisa G. This motion was approved.

3. Approval of Minutes for January 12, 2011

The motion to approve the minutes for the Advocacy and Resource Development Committee Meeting of May 18, 2011 was made by Angel T. This motion was seconded by Pam B. This motion was approved.

4. Public Comment

There was no public comment.

5. Review

a. Fund Development Plan

Lauren informed the committee that there was a 42% increase in the Coalition's CHSP allocation over 2010. Though the actual report has yet to come to the Coalition with the comments on the allocation meeting, everything being told to Lauren F. from CHSP was that

everyone had very positive things to say about the Coalition and the grant presentation. The Coalition also received increases from three of the neighboring county United Ways. Lauren commented that many of the United Ways committees had less money to give this year, but due to the relationships she has formed, her willingness to travel to the meetings, and the work we do, the United Ways chose to give the Coalition an increase in funding. Willy commented on the 30% increase the Madison County United Way allocated to the Coalition.

b. Match Development Report

The Coalition has to raise approximately \$251,000 to meet this year's match requirement to draw down the full School Readiness allocation. As it currently stands, the Coalition should be able to exceed the required match amount as a result of the increases from the United Ways and CHSP grant. This year the Coalition will also fully be able to count the donated office space at the Leon office towards the match which is equal to \$80,000. About half of the match dollars the Coalition raises comes from in-kind dollars such as the donated space, book donations and volunteers.

Jeremy C asked how the value of the books was gathered, Lauren F. answered that the Coalition is provided strict guidelines it must adhere to when placing values on the books and it is actually below fair market values. Last year the book drive fell short on books, but there is a plan, including additional partnerships, in place for this year that should offset the losses from last year.

c. Outreach Update

Lauren F. gave the update on the Coalition's Outreach efforts. She presented the calendar of events the Coalition is participating in and hosting for the 2011-12 year. On September 1, Kia Autosports will be coming to the Coalition to bring the school supplies that were raised during the Cram the Van, Back to School Supplies Event Kia put on to benefit the providers of the Early Learning Coalition. Melanie Lee of Kia will also be bringing by a check for the Coalition. Lauren F. informed the committee that the Coalition is going to be a part of the United Way's Kickoff Celebration on Thursday, September 1.

Continuing to be the biggest strategy for the Coalition's Outreach efforts is by inviting notable individuals to come to the Leon Office for a tour. Lauren F and Molly L have comprised a list of people they would like to come to the Leon Office for a visit. Scheduled to come over the next few weeks are: Mark O'Bryant, CEO of TMH, Mayor John Marks, Rep. Steve Southerland, and County Commissioner Nick Maddox. Lauren F. commented that the ELC is a part of the new baby kit that is being given out to all new mothers at TMH. In collaboration with Leon Whole Child, a CD of baby music and information on new-borns has been developed and distributed.

Media

Lauren F. informed the committee a new PSA has been developed and is currently posted on the Coalition's website, as well as a video entitled "Everyone is a Teacher". This video is a part of a campaign that informs the public that everyone is a teacher to a young child, regardless of whether they are an actual teacher or not. In addition to those videos, a third video the Annual Report Video will also be posted to the website. The committee was then shown the Annual Report Video which was developed in conjunction with a traditional written report.

The ELC has put a notice out to all the providers to let the Coalition know of when something interesting or special is occurring at their center so a staff member can come

out and take a small 30 second to 1 minute video of the activity. This video will then be placed on the Coalition's website to educate the general public to the types of activities taking place at child care centers. Maureen D. expressed a concern over this new outreach effort in that predators could use the videos to kidnap children. Lauren F. assured the committee that the necessary steps would be taken to protect children at the centers.

d. Legislative Messaging

The Association of Early Learning Coalitions has developed a legislative messaging plan for the upcoming legislative session. Lauren F. presented the plan to the committee and then allowed Alisa G. to comment on the plan. Alisa informed the committee the goal for this year's session was to increase funding to early learning programs. The AELC has identified 20 partner organizations statewide to assist the coalitions with their message to legislators. All of the coalitions are going to have a coordinated message this year and are beginning regular talks on the legislative strategy and informing the correct legislators on early learning programs. Funding is the primary goal this session because if funding is cut again it will result in people being unenrolled from services

Lauren F. related an idea Kim Kelling Engstrom had to the committee. Kim presented the idea to Lauren that the Coalition needs to build a group of business leaders and other influential individuals that will help advocate on behalf of the Coalition. Members of this advocacy group would not need to be on the board, but be willing to open doors and make connections for the Coalition. Pam B. commented that the committee and the Coalition should create an advocacy database of all the people that come to take tours of the office and agree to help. She commented that people could be categorized into particular areas of their strengths or areas they wanted to assist in.

e. Board Member Vacancies

Lauren F. informed the committee that Board Chair Larry DiPietro had submitted his resignation to her and the Governor's Office. He was overcommitted in his community activities; however he is going to continue to serve on the board. One board member has already expressed an interest in serving as chair. Also since Dr. Burton and Ed Feaver have rolled off of the board, those positions need to be filled as well. Lauren F. asked the committee if they knew of anyone who would be willing to serve on the board to pass their names along to her. She stated she especially needed a private sector member from Wakulla and Taylor Counties. Lauren commented she would prefer to have a board member with legislative experience and another member with marketing/public relations experience. The provider members have been rolled off of the board and the notice has gone out to the providers of the vacancies. The Executive Committee will vote on new members.

Maureen D. asked if Larry would continue on in his roll until it was filled; Lauren believed he would, but could not say for certain.

e. Volunteer Update

Molly L. told the group that a new group of students from TCC and FSU should be volunteering soon since the universities start today. The Coalition is always in need of additional Celebrity Readers. Pam B. suggested that someone should approach the athletic Director at FAMU since he is looking to get involved in the community.

f. 10 Anniversary

Lauren F. informed the committee that this year is the 10th anniversary of the Coalition and then posed the question to whether any celebration should occur. Angel T. suggested the Coalition host a ‘sponsor a Child’ campaign and try and secure funding for child care for the first 100 children on the wait list. Pam B suggested the Coalition start a ‘Top Ten Reasons Why’ campaign and tie it in to the existing Outreach efforts.

Lauren discussed the continued efforts of the ELC to enhance the relationship the ELC has with its providers so the providers can become advocates for the program. The ELC may start provider advisory groups in each of the counties as a way to increase communication and good will.

Lauren F. discussed a need to raise funds for an emergency child care fund to pay for child care for families that unexpectedly become ineligible. The Coalition has written a grant for \$20,000 to Wells Fargo for funding. A revenue source also needs to be identified for unrestricted funds to cover incidentals such as food for customers and staff. Lauren estimated \$300 a month would cover any needs for unrestricted money.

The members of the committee divided up job assignments to assist with the Coalition’s Outreach and Advocacy efforts.

Pam Butler: unrestricted funds

Monesia Brown: books for the Word Library

Angel Trejo/Carrie Rubenstein: emergency child care fund

Janice Sumner/Alisa Ghazvini: advocacy database

Lauren F. is still awaiting to hear back on the Federal grant the Coalition applied for in conjunction with DCF and Big Bend Community Based Care.

Alisa Ghazvini made the motion to adjourn. Seconded by Janice Sumner.

Meeting adjourned at 12:35pm.

Minutes recorded by Joey D’Souza, Governance Coordinator

Full Committee Approval Date: _____

Committee Chair’s Initials: _____

Board Secretary Initials: _____

A digital recording of this meeting is available at the office of the Early Learning Coalition of the Big Bend Region.