Nevada Early Childhood Advisory Council

Nevada Early Childhood Advisory Council (ECAC)
Communication and Engagement Ad-Hoc Committee
Public Meeting
Tuesday, June 17th, 2025
1:30pm - 2:30pm

"Nevada's children will be safe, healthy, and thriving during the first eight years of life, and the system will support children and families in achieving their full potential."

Meeting Location: This meeting is held via Zoom tele-conference, to join us, click **HERE**
Meeting ID: 857 2777 7291 **Passcode**: 218602
Having a hard time logging into Zoom? Click HERE for Directions

MINUTE SUMMARY

1. Welcome, Call to Order, and Roll Call
Dr. Nance, Communication and Engagement Chair
Briana Cambra, Communication and Engagement Ad-Hoc Co-Chair
- Dr. Nance Cambra started meeting at 1:33pm
- Brandi Hearst conducted roll call

MEMBERS PRESENT
1. Nayesdi Badillo, Family Engagement Specialist, Office of Early Learning, Nevada Department of Education
2. Briana Cambra, Co-Chair Communication Ad-Hoc
3. Patrice Gardner, ECAC Vice Chair
4. Jamie Mendez, Workforce Specialist, Office of Early Learning and Development, Nevada Department of Education
5. Dr. Nance, Co-Chair Communication Ad-Hoc
6. Denise Tanata, Policy and Finance Co-Chair

MEMBERS ABSENT
1. Abbey Bernhardt, National Alliance on Mental Illness, Nevada Chapter
2. Rachel Stepina, PDG B-5 Grant Manager, Office of Early Learning and Development, Nevada Department of Education

PUBLIC IN ATTENDANCE
1. Brandi Hearst, ECAC Administrative Coordinator, Office of Early Learning and Development, Nevada Department of Education
2. Greg Cloward, OAG
3. Kelly Dieckman
4. Sabrina Schnur
5. Anna Villatoro, Family Engagement Specialist, The Children's Cabinet
6. Carrie Paldi, Compliance Manager West, Learning Care Group
7. Darby Porter, State Library System

2. Public Comment #1
Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be Taken on a matter discussed under this item until the matter is included on the agenda as an item on which action may be taken. The Co-Chairs may impose a time limit of three minutes. Public Comment #2 will provide an opportunity for public comment on any matter within the Committee's jurisdiction, control, or advisory power.
- No comment

3. Approval of Flexible Agenda *(Discussion for Possible Action)*
The Ad-Hoc Committee will vote to approve a flexible agenda. The Committee may take agenda items out of order;

combine two or more agenda items for consideration; remove an item from the agenda or delay discussion relating to an item on the agenda at any time.
Dr. Nance, ECAC Communication and Engagement Co-Chair
Briana Cambra, Communication and Engagement Ad-Hoc Co-Chair
- Briana Cambra motioned for a Flexible Agenda
- Denise Tanata seconded the motion
- Members voted unanimously, motion carries

4. Approval of Minutes from May 20, 2025 (*Discussion for Possible Action)*
The Committee will vote to approve May 20, 2025, minutes.
Dr. Nance, ECAC Communications and Engagement Co-Chair
Briana Cambra, Communication and Engagement Ad-Hoc Co-Chair
- Briana Cambra motioned for approval of May 20, 2025 Minutes
- Jamie Mendez seconded the motion
- Members voted unanimously, motion carries

5. Welcome Video Production *(Discussion for Possible Action)*
The Committee to review ideas and discuss recommended talking points for each audience, recommendations to go to PMA for a quote.
Dr. Nance, ECAC Communications and Engagement Co-Chair
Briana Cambra, Communication and Engagement Ad-Hoc Co-Chair
- Briana Cambra explained that the website and the YouTube channels to be used to communicate with audiences and stakeholders such as parents, professionals, educators, family agencies etc.
- Message stays bite sized and small pieces
- Updating the website to be easily navigable
- Crafting messaging to reach target audiences directly in short video clips
- Question today- What would be important piece of information for each specific audience to hear or see on the landing page
- Opportunity to partner with Purdue Marion Associates (PMA) to help us produce the video, or do something more home made
- Briana Cambra suggests open the conversation with a warm welcome.
- Discussion opened up to the members to join, with no comment, Briana continued with her ideas. AS apparent, what are the top things we would want to hear in 1 minute to get us intrigued to look at ECAC .
- Jamie Mendez-suggests simple messaging, remove Jargin and remove acronyms, what is ECAC? What is the purpose, what is a Subcommittee, how can they participate, ways they can share their voice or opinion
- Anna Villatoro suggests showing how other parents have shared third stories and testimonies would ne a good start
- Dr. Nance adds by taking away the stigma of “only” professionalism tare in the conversation we are then showing that anyone can be a part of ECAC, bringing value to our space.
- Densise Tanata shares keeping the messaging and work around the needs of the families and their voice can help actually, shape the work of the ECAC
- Jamie Mendez reviewing what an Early Childhood System is and what that means to them as a family in Nevada communities
- Nayesdi Badillo tells subcommittee that she has been asking families what hey want to see on a website, getting feedback so we know how to reach them. Later describing a meeting with Sabrina Jones, Anna Villatoro, Ashley Dines on the Family Tool Kit Sabrina Jones created, then brought up parent incentives to invite the families to the meetings with gift card incentives

- Brandi Hearst offers to meet with Nayesdi later after the meeting to discuss
- Jamie Mendez discusses the Family Survey option brought up previously, and wonders if that would go out publicly? suggesting that relaying though our own communities and networks.
- Denise Tanata suggests starting with parents we have worked with first and to remember the point of collecting the information is to explain to the public what the ECAC is.
- Briana Cambra agrees with that strategy and says to really define what families want, it might work better as a focus group. With live humans getting to know each other building relationships within communities.
- Patrice Gardner likes the ideas of the Focus Group, and asks if the Parent Summits are be a good place to have a conversation with them
- Anna Villatoro said the Summits are on July 10 in Las Vegas and Elko
- Briana Cambra offered to meet with Anna Villatoro after the meeting to recap this meeting and what key points we need to get to that audience
- Nayesdi Badillo shared that live in person summit is awesome and benefits of adding the Virtual piece for those who can not make it adding a virtual meeting as well as the parent summits to reach as many people as possible, offering help with facilitation after Briana Cambra asked who would do that job
- Dr. Nance recapped that we are looking for an Early August deadline to at least have an outline for this project, mention that we may want to have some samples of welcome videos so we can show various ways it can be presented and get an idea of what they respond best to.
- Denise Tanta suggested using PMA to help get questions and feedback
- Briana Cambra brought up having everything we want from PMA lined up so it all meshes together and is one universal
- Jamie Mendez agrees that we need to look at it through eyes professionals whether Early Childhood or not, and ask how we can get professionals to engage more as our meetings are during work hours
- Dr. Nance would like to see eventually having the ability to create messages without using an outside agency so we know how many
- Briana Cambra explained that PMA gives broad messaging and create an introduction, a basic library for us to expand on as things change over time, library of a couple of generalized key messages that are used as the introduction, and then if in the future, we want to create this really targeted or concentrated message
- Denise Tanata adds PMA can also help facilitate some of those focus groups so that they're seeing it from kind of that key messaging and marketing perspective, adds first step is to come up with the scope of work of what we want them to do for us to get people engaged and aware
- Patrice Gardner agrees and states concern as so much goes into our annual reports but questions who has access to read them
- Darby Porter shares that she has been within the Early Childhood system and has just now learned of ECAC because someone told her.
- Patrice Gardner suggests a generalized overview for many audiences such as business owners and legislatures can use same welcomed message or video
- Briana Cambra agrees and explains it's not for PMA to design videos for us, they help with broad messaging that can be applicable to create a warm introduction that hits our key messaging for that audience

6. Publication Review *(Discussion, Informational)*
The Committee will review the publication materials shared at Communication and Engagement Subcommittee meeting on 5.13.25 to decide what can be used and/or revised for the various audiences of the Communication Plans, new members in general and new member orientation. Action steps can be delegated as needed.
Dr. Nance, ECAC Communications and Engagement Co-Chair
Briana Cambra, Communication and Engagement Ad-Hoc Co-Chair
Link to Document: https://drive.google.com/file/d/1TSLW_Q9kF5dwAHsiyHKE8f1aaWRpzePy/view?usp=sharing

- Briana Cambra showed the Welcome Toolkit from the Leadership Academy, and showed the members that this is
- something we can edit and make " ECAC" with the colors and the logo and the verbiage for our audiences.
- Jamie Mendez describes the toolkit as having clear alignment to the Welcome vides we have been discussing and explains we would just need to tweak some verbiage to be parent friendly, be aware that not everyone knows what any of this is.
- Briana Cambra agrees with Jamie Mendez and then asks where do we think this would live?
- Brandi Hearst brought up the "Family Resource" page suggesting the tool kits be on the Resource Page as resources, all of the resources would be the Family Tool Kit .
- Jamie Mendez agreed that it would be beneficial on the website and that would draw m more ad more people leading more options for us to engage with the community
- Briana Cambra offered to work on changing the color scheme and adding the PMA graphics as they ad on all of our documents so that it matched and asked if anyone knew of the person who has all of the colors and fonts and logos. Nobody in the]subcommittee had ideas except Denise Tanata mentioned Marty Elquist ,ay have the ECAC branding information.
- Brandi Hearst mentioned through the Zoom chat that she had the colors and fonts and logos she can send to Briana Cambra after the meeting.

7. Ad-Hoc Communication Plan: Professional Engagement *(Discussion for Possible Action)*
The Committee to continue developing strategies for communicating to Professionals in the Early Childhood System to add to the communication plan, as well as review any updates and/or add to Outreach Template.
Dr. Nance, ECAC Communications and Engagement Co-Chair
Briana Cambra, Communication and Engagement Ad-Hoc Co-Chair
Link :
https://docs.google.com/spreadsheets/d/16KRU1b4vgJlay8UA4GMq9nkbhqL2JEC37roqO-PsWGU/edit?usp=sharin
- Tabled to next meeting

8. Agenda Items for Ad-Hoc Meeting on 7.15 .2025 *(Discussion, for Possible Action)*
The Committee will decide on agenda items for the July 15, 2025 meeting.
Dr. Nance, ECAC Communications and Engagement Co-Chair
Briana Cambra, Communication and Engagement Ad-Hoc Co-Chair
- Item #7 Priority
- Denise Tanata wants to share events First 5 is attending, offers to distribute ECAC materials, easier to utilize our partners as ECAC members can not always attend
- Dr. Nance agrees and adds knowing what our partners are doing would be beneficial

9. Public Comment #2
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- No comment

10. Adjournment
- Dr. Nance adjourned the meeting at 2:33pm

- **One Sentence Summary**
  - The Committee was able to discuss the Welcome Tool Kit in detail, and decided what type of messaging to put with welcome Tool kit, touched on the Website and how to use the Welcome Videos and deiced a scope work is

needed to be able to present this information to Purdue Marion and Associates.

- **3 Action Steps**
  - Briana Cambra to edit the Welcome Toolkit with ECAC Brand
  - Brandi Hearst to share the Logos, color and font with Briana Cambra
  - Meeting to be scheduled with PMA to discuss the website and Welcome Videos