Nevada Early Childhood Advisory Council

Nevada Early Childhood Advisory Council (Nevada ECAC)
Communication and Engagement Subcommittee
Public Meeting
Tuesday, July 08, 2025
9:00am – 10:30am

"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."

Location: This meeting held via the Zoom platform, click **HERE** to join
MEETING ID: 868 3754 9809 **PASSCODE**: 493811 Can't log in to Zoom? Click **HERE**

MEETING MINUTES

1. Welcome, Call to Order, and Roll Call

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Dr. Nance started the meeting at 9:06 am
- Brandi Hearst conducted roll call

MEMBERS PRESENT

1. Laura Brown, Monitoring and Compliance Coordinator, Acelero Head Start
2. Brianna Cambra, Provider Support Director, The Children's Cabinet
3. Cherry Clark, Developmental Specialist III, Nevada Early Intervention Services
4. Edith Farmer, Child Care Facilities Supervisor, Department of Welfare & Social Services
5. Patrice Gardner, ECAC Vice Chair
6. Jerek Hough, Source Academy
7. Jamie Mendez, Early Childhood Workforce Specialist, Office of Early Learning and Development, Nevada Department of Education
8. Dr. Jamelle Nance, Communication & Engagement Co-Chair
9. Carrie Paldi, District Manager, Learning Care Group
10. Darby Porter, Youth Services Consultant, Nevada Library Systems
11. Maura Snyder, Department of Welfare and Social Services, Regional Coordinator for the North
12. Rachel Stepina, PDG B-5 Grant Manager, Office of Early Learning and Development, Nevada Department of Education

MEMBERS ABSENT

1. Kendra Moore, Sr. Partnership Director, McGraw Hill Education
2. Tina Springmeyer, Child and Family Services Director and Nevada Pre-K Standards Coordinator, Washoe County School District

PUBLIC PRESENT

1. Brandi Hearst, ECAC Administrative Coordinator, Office of Early Learning and Development, Nevada Department of Education
2. Sabrina Jones, ECAC Systems Specialist, Office of Early Learning and Development, Nevada Department of Education
3. Candace Lewis Vaughn, Department of Child and Family Services
4. Dana Preece, Birth – 3rd grade Specialist, Office of Early Learning and Development, Nevada Department of Education
5. Denise Tanata, The Children's Cabinet
6. Patty West, Employer Support, The Children's Cabinet
7. Ivanalis
8. J'amie Webster

2. Public Comment #1

Public Comment 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 Subcommittee's jurisdiction, control, or advisory power.

- No comment

3. Approval of Flexible Agenda *(Discussion for Possible Action)* **2 minutes**
The Subcommittee approved a flexible agenda. The Subcommittee 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, Communication and Engagement Subcommittee Co-Chair
- Carrie Paldi motioned to approve a Flexible Agenda
- Brianna Cambra seconded the motion
- Members voted unanimously, motion carries

4. Approval of May 13, 2025 Meeting Minutes *(Discussion for Possible Action)* **5 minutes**
The Subcommittee approved May 13, 2025, Meeting Minutes.
Dr. Nance, Communication and Engagement Subcommittee Co-Chair
- Patrice Gardner motioned to approve Meeting Minutes
- Maura Snyder seconded the motion
- Members voted unanimously, motion carries

5. Work Plan Review *(Discussion for Possible Action)* **10 minutes**
The Subcommittee reviewed and updated their work plan.
Dr. Nance, Communication and Engagement Subcommittee Co-Chair
- Dr. Nance went over the Work Plan with the Subcommittee and discussed activities that they are working on or have completed.
- Details for the record:
- Row 14
    - Identify families and providers to participate in the development of the communication plan noted Rachel Stepina's family as one of the partners.
    - Rachel Stepina described leaning on the "Master Documents that included different types of patterns that they communicated with and for the family piece they had listed family focus groups that were active at the time but as
- Now that we have First Five Family Leadership Council - goodtime to review Master List.
- Patrice Gardner brought up the roster as we are talking about updating, and asked if the Subcommittee has seen Kendra Moore attend as she is on the roster.
- Brandi Hearst noted that Kendra Moore has been in attendance before but not for a while so we will reach out to her to verify.
- Rachel Stepina asked for the "Families" portion of who worked on the project needs to be on a separate line as it looks like" "Rachels family" worked on this.
- 9:55am: Row 22, Column C to move to Systems Alignment
- Rachel Stepina wants to clarify our role in this area as we need to look into what the objective is and what the goals are and
    - May reconsider the wording on this item.
- Dr. Nance likes Rachel Stepina's suggestion and wants to add Q4- 2025 as projected date and to rewrite our role in this item under "follow-up"

6. Communication Review and Updates *(Discussion, Possible Action)* **6 minutes**
The Subcommittee discussed next steps for the Co-Chair seat and briefly reviewed the May Meeting.
Dr. Nance, Communication and Engagement Subcommittee Co-Chair
- Dr Nance discussed the Co-Chair opening, stating that the person will need to be an ECAC Member or be able to apply for ECAC Membership and said she does have her hopes up that next time the meeting takes place, she has her Co-Chair with her, encouraging members to contact Sabrina Jones or Brandi Hearst to apply.

7. Updates from Communication Ad Hoc *(Discussion, Informational)* **5 min**

The Subcommittee heard updates from the Ad Hoc progress, discussed goals and timelines set.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

Brianna Cambra, Ad Hoc Co-Chair

- Brianna Cambra reviewed the last Ad Hoc meeting details and described the scope of what Purdue Marrion and Associates (PMA) is quoting for the ECAC Website and "Welcome" video series as Densie Tanata, Brianna Cambra and Patrice Gardner met with the marketing team.
- Rachel Stepina shared via chat that the PDG B-5 funds were secured for this project.
- Brianna Cambra and the Ad Hoc are now awaiting the quote from Purdue Marion.

8. NV Coordinated Intake and Referral (CIRS) Updates *(Discussion for Possible Action),* **10 min**

Item not discussed will be moving to Executive Leadership agenda in August.

9. "Welcome" Publication Feedback Review *(Discussion for Possible Action)* **10 min**

The Subcommittee to hear feedback samples leading to discussions on how to utilize the flyer/graphic as a tool for new members

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Dr Nance reviewed the original Welcome Pamphlet with the Subcommittee and described what was being relayed on each page. After reviewing, the subcommittee heard feedback on the survey. As members listened to feedback, they discovered it's intended for the "professional" audience.
- Patrice Gardner asked about the PMA team and wanted to know if PMA is going to use this template as is and rebrand it the way that we are doing everything else.
- Brianna Cambra responded that PMA is putting together our marketing and branding and once we have that kit from PMA we can go in and update the colors to match our logos and fonts

10. Review and Update Outreach and Event Tracking Document *(Discussion for Possible Action)* **10 min**

Subcommittee updated Outreach and Event Tracking document for tracking various outreach activities in Nevada, members will have the opportunity to add information as applicable.

Link: https://docs.google.com/spreadsheets/d/16KRU1b4vgJlay8UA4GMq9nkbhqL2JEC37roqO-PsWGU/edit?usp=sharing

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Dr Nance reviewed the document with Subcommittee and asked members about the document being available to everyone in ECAC to be able to add events to the document. With no discussion, the question was then geared towards Sabrina Jones and Brandi Hearst.
- Brandi Hearst suggested the co-chairs of each subcommittee having access to add to and review events coming up, otherwise, if it is just us (Brandi Hearst and Sabrina Jones) using this document then it isn't a useful tool for everyone
- Dr Nance agreed and asked Patrice Gardner about her thoughts
- Patrice Gardner also agreed and would like this to be a conversation in Executive Leadership as we don't want events that don't pertain to ECAC to be added
  Sabrina Jones suggested this be a standing item at the Executive Leadership meeting as all of the chairs are meeting there are the same time and can add updates
- Sabrina Jones added that we (Brandi Hearst and Sabrina Jones) have events and recruitment to add to this already.
- Dr Nance suggests keeping this item on the agenda as well so that other members, not just co-chairs, can have a chance to add events that they're aware of
- Brandi Hearst added to Dr Nances comment and shared the idea of the Executive Leadership meetings be where the events can be voted on and tossed out if the event is not relevant to ECAC so that we are always working towards goals.
- Rachel Stepina suggested clarity to the purpose of each tab and suggested these definitions for the Tab Order / Meanings
  - Tab 1 Events Outreach

- Tab 2 Partner Outreach- list those we recruited or met while at an event
- Tab 3 Media and socials- outreach for networking with partners and recruitment, Research Briefs, Facebook
- Tab 4- add tab to track analytics and members recruited, page clicks, who's sharing online, that type of information
- Rachel Stepina added in chat to share analytics from ECAC to items on First 5 Nevada such as page visits

11. Agenda Items for September 08, 2025, Meeting *(Discussion for Possible Action)* **10 minutes**

The Subcommittee chose agenda items for the upcoming meeting on September 08, 2025.

Dr. Nance, Communication and Engagement Subcommittee Co-Chair

- Keep the Outreach Document as standing item on the Communication Agenda as well as the Executive Leadership for each subcommittee to review, discuss and possibly vote on the event pertaining to ECAC or to remove from outreach
- Rachel Stepina suggested the PMA team to be a part of next meeting, keeping this Subcommittee up to date
- Patrice Gardner suggested PMA come once we have their plans for the website and the updates we just presented to them
- Rachel Stepina agreed and also added that it would be nice to have the PMA team come out just to give us an idea of what has been accomplished and as well as a way for us to give the PMA team some feedback as to what we want to see and our communications.

12. Upcoming Meetings *(Informational)* **0 minutes**

- Policy and Finance Subcommittee: 7.10.25, 1:00pm
- Communication and Engagement Ad Hoc: 7.15.25, 1:30pm
- General ECAC Meeting 7.16.25, 9:00am
- Data and Evaluation Subcommittee: 7.17.25, 1:00pm
- Systems Alignment Subcommittee: 7.23.25, 1:00pm
- Executive Leadership Subcommittee: 8.05.25, 11:00am
- New Member Orientation 8.12.25, 1:00pm NEW TIME
  - Register here: **https://forms.gle/zNZ3z7Me5r3n7xRk6**

13. Public Comment #2 *(Discussion for Possible Action)* **6 minutes**

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- No comment

14. Adjournment

- Jamelle Nance adjourned meeting at 10:30am

- 3 Action Steps
  - Brandi Hearst to move the CIRS agenda item to Executive Leadership August Agenda
  - Denise to update the Outreach Document, adding the agreed upon suggestions from members
  - Sabrina Jones to update the Workplan with Dr. Nance's requests

- One Sentence Summary
  - This Subcommittee made decisions on ways the Ad Hoc will be included within the work plan- as a temporary committee- and not wanting to delegate work to later have unfinished plans; afterwards discussions of the Outreach Document led to discovery of new ideas on for using this tool, later reviewing the **"**Welcome" feedback survey results, discussing changes agreed upon to make it more user friendly, and understanding its audience is ECE Professionals.