Nevada Early Childhood Advisory Council

**Nevada Early Childhood Advisory Council (ECAC)**
**Communication and Engagement Ad Hoc Committee**
Public Meeting
Tuesday, July 15th, 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."

**Location**: This meeting is held via Zoom.com. To join, click **HERE**
**Meeting** ID: 857 2777 7291 **Passcode**: 218602 Click **HERE** for help with Zoom

## MEETING MINUTES

### 1. Welcome, Call to Order, and Roll Call

*Dr. Nance, Communication and Engagement Chair*
*Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair*

- Brianna Cambra started meeting at 1:33pm
- Brandi Hearst conducted roll call

**MEMBERS PRESENT**

1. Abbey Bernhardt, National Alliance on Mental Illness, Nevada Chapter
2. Brianna 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. Nayesdi Badillo, Family Engagement Specialist, Office of Early Learning, Nevada Department of Education
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. Carrie Paldi, Compliance Manager West, Learning Care Group
3. Darby Porter, State Library System
4. Anna Villatoro, Family Engagement Specialist, The Children's Cabinet
5. Ivan Alis Williams

### 2. Public Comment #1

Public Comments 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 Comments #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 Committee approved 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*
*Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair*

- Denise Tanata motioned for a Flexible Agenda
- Jamie Mendez seconded the motion
- Members voted unanimously, motion carries

**4. Approval of Minutes from June 17, 2025** *(Discussion for Possible Action)*
The Committee approved June 17, 2025, minutes.
*Dr. Nance, ECAC Communications and Engagement Co-Chair*
*Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair*

- Patrice Gardner motioned for approval of June 17, 2025 Minutes
- Jamie Mendez seconded the motion
- Members voted unanimously, motion carries

**5. Welcome Video Production** *(Discussion for Possible Action)*
The Committee discussed the feedback from the marketing team based on the initial brainstorm meeting
*Dr. Nance, ECAC Communications and Engagement Co-Chair*
*Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair*

- Brianna Cambra updated the Subcommittee on the Purdue Marion and Associates (PMA) meeting with Patrice Gardner and Denise Tanata
- PMA works with NDE and PDG B-5 as well as First Five Nevada
- Main takeaways from last meeting were brought up
- Gaps highlighted from last meeting- Parents typically not aware of Nevada ECAC, Community Stakeholders who may not consider themselves Family serving professionals
- One General Welcome Video showing who the ECAC is and what we do, not audience specific
- Specific messaging for audience on specific pages
    - For example: Parent resource page has parent audience video
- What does the website look like to outsiders: not easy to find resources
- Phased project, branding kit, who are we communicating to, what messages are we communicating, waiting on quote from PMA
- Denise Tanata added that PMA has a contract with NDE/The Children's Cabinet to fall under the PDG B-5 dissemination

**6. Finalizing the Communication Plan** *(Discussion, for Possible Action)*
The Committee reviewed messaging and activities for the targeted audience within the Communication Plan.
*Dr. Nance, ECAC Communications and Engagement Co-Chair*
*Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair*
**Link :**
https://docs.google.com/spreadsheets/d/16KRU1b4vgJlay8UA4GMq9nkbhqL2JEC37roqO-PsWGU/edit?usp=sharin

- Brianna Cambra shared with subcommittee that Professionals serving Children and Families in Nevada and Asked when to introduce partnering to them, then asked Abbey Bernhardt if she had feedback from Activity 1.
- Abbey Bernhardt asks for more time and will report back next meeting
- Welcome Kit will be rebranded when PMA releases our new branding kit
- Dr. Nance asks if we have a flyer for the Early Childhood Professionals as noted in activity 2

- Brianna Cambra asked Brandi Hearst if we have a flyer or any materials for the professionals in the field.
- Brandi Hearst replies that most of our materials are family related but I can send this committee marketing materials that I find, whether it is for a template that needs to be updated for verbiage, or if it is professional based
- Brianna Cambra described next activity as advocacy notifications and what ECAC is representing, what we are announcing on our website, or are we sending the people visiting to other websites with detailed information
- Patrice Gardner suggests bringing this information to the Strategic Planning discussions
- Denise Tanata suggests keeping information aligned with priorities and messaging is aligned so the information is the same from us and partner agencies, which is a key priority for this communication plan
- Dr Nance asked if the streamlined information should be a tab or how we would have it aligned within the website
- Brianna Cambra suggests having something easily digestible on the "about us" page for example, with small ideas of what we are doing, what priorities we are pushing, simple issues we identified, simple priorities, linked to Strategic Plan
- Dr. Nance suggests creating an action on the Communication plan to have a draft of what we think that would look like and make sure everyone is good with how it is presented, including the Executive Leadership team approving key messaging
- Brianna Cambra offers to assist in development of the draft of priorities and information
- Dr Nance asked if we should be including the Policy and Finance Subcommittee with the Policy priorities
- Denise Tanata agrees and believes the whole ECAC should be working together within the subcommittees and adds to keep in mind of the strategic plan coming into play, ideas and goals may change as well
- Brianna Cambra asks how to create goals and intentions, working with other subcommittees without having to always wait and see. once all of the subcommittees understand our 3 audiences,
    - what is your key messaging for the audience?
    - what are the goals or gaps?
    - what is your lane in your subcommittee?
    - how can these action items roll into the strategic plan?
- Dr Nance suggests we bring this to Executive Leadership or Systems alignment meeting; have a standing item on those agendas for annual discussions
- Patrice Gardner agrees that the Executive Leadership meeting for sure and the System Alignment meeting is a good idea too. Maybe we have an annual work plan type document to follow that shows the lanes of work and activities which would also help new members or new chairs
- Brianna Cambra suggests after lanes and activities are defined per subcommittee are approved with the Executive Leadership meetings, then it is passed to the Systems Alignment Subcommittee
- Abbey Bernhardt will bring this item to the Systems Alignment Subcommittee at the next meeting
- Brianna Cambra moves onto the Community Stakeholders- those who do not work with families or young children and who are not parents, how is the ECAC communicating to them? Who would this be? What is the importance of them knowing who we are?
- Members added "Policy Makers, Philanthropic, Decisions makers, Business Leaders
- Denise Tanata also asked to add to the Professionals list Medical/Interventionist, home visiting, Pediatricians and those that are family serving but are not aware of us
- Dr Nance asked if we would add Grass Roots and Grass Tops
    - Grass Tops are coalition and groups of decision makers and influencers
    - Grass Roots are more the community ad people
- Brianna Cambra mentioned it's a lot of messaging within this audience as goals guide policy makers to get involved in the discussions
- Denise Tanata agrees and describes that the ECAC needs to know its role of who the ECAC is and why we should be connecting with them, what are the key messages from the Subcommittees and tailoring them

- Brianna Cambra picked up from Densie but what are the methods for disseminating the messages?

**7. Agenda Items for August 19, 2025 Meeting** *(Discussion, for Possible Action)*
The Committee chose Agenda Items for the August 19, 2025, meeting.
*Dr. Nance, ECAC Communications and Engagement Co-Chair*
*Brianna Cambra, Communication and Engagement Ad Hoc Co-Chair*

- Communication Plan Focus: Community Stake Holders, methods of disseminating, get finalized and ready for presentation to executive leadership for approval
- Update Ad Hoc of Systems Alignment Subcommittee discussion, Abbey Bernhardt leads

**8. Public Comment #2**
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- No comment

**9. Adjournment**

- Brianna Cambra adjourned the meeting at 2:30pm

- **One Sentence Summary**
  - The Committee was able to discuss the Communication plan and go over the Professionals of Early Childhood activities as well as start the discussion on the Community Stakeholders who are not Early Childhood related.

- **3 Action Steps**
  - Brianna to go over the Transcript and Video of this meeting to pick up details she may have missed
  - Brandi Hearst to send Committee flyers and marketing publications ECAC has for "Professional" audience
  - Abbey Bernhardt to speak to Systems Alignment Subcommittee about aligning with the Communication Ad Hoc