Nevada Early Childhood Advisory Council

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Communication and Engagement Subcommittee Public Meeting

Tuesday, May 26, 2026, | 11:30 - 12:30 pm | Virtual Meeting Located on Zoom.com

ATTENDANCE

11 of 16 MEMBERS PRESENT / 9= QUORUM

1. Jennese Black, K-8 ELA Education Program Professional, Nevada Department of Education, Office of Teaching and Learning
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 Social Services
5. Dr Jerek Hough, Owner, Abbreviated Learning
6. Tiara Huerta, Senior Manager, Waterworks
7. Jamie Mendez, Early Childhood Workforce Specialist, Office of Early Learning and Development, Nevada Department of Education
8. Brittany Morris, SPED- Itinerant Early Childhood Teacher, Washoe County School District
9. Dr. Jamelle Nance, Communication & Engagement Co-Chair
10. Carrie Paldi, District Manager, Learning Care Group
11. Darby Porter, Youth Services Consultant, Nevada Library Systems

5 of 16 MEMBERS ABSENT

1. Laura Brown, Monitoring and Compliance Coordinator, Acelero Head Start
2. Patrice Gardner, ECAC Vice Chair
3. Elizabeth Glover, CEO, Echoes of Excellence
4. Adriana Lemus, Parent and First 5 Nevada Family Leader
5. Kendra Moore, Sr. Partnership Director, McGraw-Hill Education

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. Tiffany Olivas, Family Leadership and Engagement Chair
4. Anna Villatoro, Subcommittee Member
5. Octavia McLaurin, Subcommittee Member

MINUTES

Agenda Item 1: Call to Order

Dr. Nance & Brianna Cambra, Communication and Engagement Subcommittee Co-Chairs

- Brianna Cambra opened meeting at 11:33 am
- Brandi Hearst Conducted Roll call, noted above

Agenda Item 2: Public Comment #1

Public Comment not given during this agenda item.

- No comment

Agenda Item 3: Approval of Flexible Agenda *(Discussion for Possible Action)*

The Subcommittee approved a flexible agenda.

Dr. Nance & Brianna Cambra, Communication and Engagement Subcommittee Co-Chairs

- Jennese Black motioned to approve a Flexible Agenda
- Edith Farmer seconded the motion
- Members voted unanimously, motion carries

Agenda Item 4: Approval of April 28, 2026, Meeting Minutes *(Discussion for Possible Action)*

The Subcommittee approved the April 28, 2025, minutes.

Dr. Nance & Brianna Cambra, Communication and Engagement Subcommittee Co-Chairs

- Jennese Black motioned to approve the Meeting Minutes with edit on page 4
- Darby Porter seconded the motion
- Members voted unanimously, motion carries
- Brittany Morris abstains due to absence

Agenda Item 5: Communication & Engagement Workplan Updates *(Discussion, for Possible Action)*

Members reviewed updates to the Workplan

Dr. Nance & Brianna Cambra, Communication and Engagement Subcommittee Co-Chairs

- Brianna Cambra reviewed the Subcommittee's purpose under the new strategic plan, highlighting two primary goals:
  - elevating visibility and value of early childhood policies and fiscal strategies at local/state/federal levels grounded in research,
  - implementing coordinated statewide marketing, communication, and outreach.
    - Explained that Goal 4.1 focuses on visibility (public-facing content) and policies/ecac advocacy support.
  - ECAC website would be available in late June for member feedback.
  - Raised ongoing maintenance questions post-launch—
    - clarified the subcommittee may not be tasked with all updates but needs to define maintenance responsibilities as part of their coordinated communication strategy charter.
- Dr. Jamelle Nance raised concern about sustainability/financial plan for website maintenance
  - Can budget sustain technical support for bugs and system updates.
- Brandi Hearst shared GoDaddy customer support options.
  - Noted she currently handles website updates.
  - Confirmed customer support is already in place for technical assistance.
- Brianna Cambra shared idea of helping ECAC identify and support members giving information on behalf of the council
  - Acknowledged that formal presentations typically come from chairs/co-chairs, but
  - questioned if Subcommittee role could involve mentoring representatives with talking points aligned to strategic plan.
- Dr. Jamelle Nance suggested taking question to Executive Leadership about best representation practices.
  - Emphasized ultimate goal should be everyone feeling confident speaking about ECAC.

- Brianna Cambra refined ides, adding to create distributable materials in shared drives/website with approved talking points
    - Ensuring members feel grounded and
    - messaging aligns with strategic plan.
    - Workplan extends through 2030,
        - allowing phased implementation over four years.
    - Proposed periodic review of ECAC distribution materials (flyers, brochures, welcome messages)
        - Asked who updates them and how often
        - suggested someone on Subcommittee check every 6 months for the following:
            - broken links
            - updated contact info
            - functioning QR codes
- Dr. Jamelle Nance supported 6-month review cycle
    - Suggested volunteering rotation so someone checks, then whole group reviews together as activity.
- Carrie Paldi echoed Dr. Nance's support.
    - Suggested assigning 2 people with rotating schedule to get different perspectives and
    - Ensure sustainability, especially given PDG staff loss.
- Brianna Cambra agreed rotating schedule helps distribute workload across mini-tasks (website, invites, QR codes) rather than one person owning multiple responsibilities.
    - Identified current difficulty keeping lists updated when new system partners join.
    - Proposed role using welcome messaging to send monthly invites to new decision-makers with intro video and meeting info.
- Jamie Mendez appreciated consistent check-in approach that bridges representation gaps discussed over past year.
- Dr. Jamelle Nance asked how to identify new members and gaps without Systems Alignment Subcommittee
    - Questioned whether Executive Leadership identifies new members to reach out to?
- Brandi Hearst offered to send monthly list of new enrollees/applicants with names, emails, and Subcommittee assignments.
    - Noted these receive general welcomes with:
        - Co-Chair contacts
        - Subcommittee assignments
- Brianna Cambra asked how to track whether seats on the partner spreadsheet have turned over, even if person isn't actively participating.
- Tiffany Olivas clarified the Systems Alignment sector chart was designed to identify representation gaps but doesn't link to agency charts or track individual turnovers.
    - Expressed concern about complexity
        - Noting uncertainty about whether positions are listed publicly on state websites.
        - Acknowledged importance despite challenges.
- Jennese Black concerned that monthly updates too frequent given variety of partners.
    - Suggested quarterly or biannual checks
        - Catch transitions more efficiently.
        - Mentioned an events/community representation as potential activity area.
- Brianna Cambra agreed that complexity might make quarterly/biannual more realistic
    - Suggested starting with shorter list of critical seats
        - Policy and budget decision-makers identified through Systems Alignment chart.
- Jerek Hough asked whether Subcommittee should take on New Member orientation responsibilities
- Brandi Hearst confirmed New Member Orientation exists, noting that:
    - Being converted to self-paced format.

    - Likely part of member resource page on new website
        - Add timeline requirements and quiz for verification.
- Brianna Cambra stated that anyone making early childhood budget decisions should be on the shortlist.
    - Proposed brushing off partner reports + fiscal reports + system rosters side-by-side to identify overlapping critical seats.
- Brandi Hearst offered to create spreadsheet with all roster information (employer, sector, contact info) beyond what's published.
- Carrie Paldi asked about automated notification system (Teams channel or email alerts) when new Subcommittee Member Applications are submitted to streamline awareness of new members.
- Brandi Hearst explained Subcommittee Membership Application is a Google Form and we can route submissions to whoever's email desired
    - We have full control and can look as often as we want to, typically weekly
    - It is an Application, so they are not members until we approve it
    - However, Governor-appointed Council members processed separately through governor's office
        - All member data collected regardless.
- Brianna Cambra referenced First Five Leadership Guides as potential Year 2 or Year 3 goal.
    - Noted Children's Cabinet has learning management system capable of hosting self-paced modules with credit approval and tracking.
    - Suggested partnering with First Five leadership team to figure out where presentations live and what makes sense to embed.
    - Announced next meeting will use online collaborative tool for drag-drop prioritization and timeline alignment.
    - Introduced Objective 4.2: create and maintain strategic communication plan with clear, consistent messaging elevating ECAC priorities.
    - Proposed creating distribution channels for existing policy priorities—
        - Condensing approved ECAC-endorsed language into bite-sized forms for social media/listserv/stakeholder sharing
        - Personally recommended NOT committing to full communication plan launch in 2026; instead spend 2026 establishing activities/timelines, with implementation beginning January–December 2027.
- Dr. Jamelle Nance agreed visibility/distribution should align with legislative sessions for maximum impact.
    - Suggested collaborating with Policy and Finance Subcommittee to identify what they need elevated.
    - Questioned whether infrastructure exists for virtual elevation (social media tools unclear).
    - Emphasized multiple streams of communication as best practice,
        - Noting other partners (Family Child Care Association, etc.) gaining traction nationally through social engagement.
- Brianna Cambra shared that Brandi Hearst completed a tool identifying existing ECAC communication channels and logins.
    - Noted Facebook exists but is inactive.
    - Asked for confirmation.
- Brandi Hearst confirmed FB logins obtained but never worked properly
    - fell through the cracks.
    - Previous holder was Anna Severns, who might have access records.
    - No Instagram or LinkedIn accounts exist.
- Brianna Cambra suggested possibility of connecting accounts to admin/chair Google account.
    - Moved discussion to establishing annual communication plan
    - Defining what channels are active, how often used, and who's responsible.
- Dr. Jamelle Nance suggested reviewing previous Ad Hoc Communication plan for key activities.
    - Reiterated value of multiple streams (listserv + socials) for broader awareness.
- Brianna Cambra explained ECAC Policy and Finance Subcommittee defined policy priorities

- Stated that can be broken into smaller pieces for pre-scheduled posts.
- Advocated working smarter—not harder
  - Pre-building 4 posts per month for weekly cadence
  - Leaving flexibility for urgent chair requests.
- Shared that messaging alignment already underway
  - Subcommittee key message
  - Informing website landing pages for three audiences

• Anna Villatoro suggested via chat inviting partner communication team members to join for strategy and competitive feedback.
• Brianna Cambra welcomed Anna's Villatoro's idea and added to Workplan

Agenda Item 6: Outreach Tracker Review *(Discussion and Review)*
Members reviewed the Outreach Tracker
Dr. Nance & Brianna Cambra, Communication and Engagement Subcommittee Co-Chairs
• Brianna Cambra reviewed the Outreach Tracker to the Members
  - Shared a child screening event led by a statewide team
  - Shared there are more mental health screenings throughout the state in
    - partnership with early childhood partners through in-person resource fairs.
• Dr. Jamelle Nance shared that United Way of Southern Nevada is hosting a policy summit,
  - believed to be in June.
  - Noted that some ECAC members may be doing a presentation during the summit.
• Jennese Black shared numerous back-to-school events that are happening in community locations such as:
  - Churches
  - Nevada Partners
  - Malls
  - CCSD-hosted district events
  - Expressed uncertainty about which events would be the best fit for ECAC presence and
  - Suggested this could be something the subcommittee thinks about strategically.
• Brianna Cambra proposed a follow-up action item for the Workplan
  - Someone to check community events calendars
  - pass information along to Executive Leadership
  - Share with Communications Members
  - Update the Outreach Tracking form

Agenda Item 7: Family Share Template *(Discussion and Review)*
Members updated on progress of Family Share Template.
Dr. Nance & Brianna Cambra, Communication and Engagement Subcommittee Co-Chairs
• Brianna Cambra Introduced he Family Story Template.
  - Reported that after interviews with co-chairs from other Subcommittees, the team recognized the need to "zoom out" and create one unified place to capture all stories
    - From families
    - From teachers In K-12 systems
    - Agency members
    - Others noticing issues impacting families and children.

• Brianna Cambra explained the original purpose: when inviting families to share at subcommittees or General ECAC meetings, the need for a standardized way to capture stories and determine what to do with them afterward, then shared the following:

- Announced that the form now exists as a PDF (which she will email to attendees) with
- Has conditional logic applied—for example, selecting "parent" shows only parent questions,
- The form concludes by asking how comfortable respondents are sharing their information and how it can be used.
- Identified the Communication and Engagement Subcommittee's natural role:
  - Receiving submitted stories and then integrating them into scheduled social media posts and website updates.
- Outlined next steps:
  - Email sent for Members to review
  - All Subcommittees will review the form
  - Family Leadership and Engagement Subcommittee specifically examining language and flow for parents]
  - Executive Leadership approval will be sought before collection begins.
- Requested feedback via email and hoped to wrap up the process soon.

Agenda Item 8: Agenda Items for July 28, 2026, Meeting *(Discussion for Possible Action)*
The Subcommittee added agenda items for July 28, 2026, meeting.
Dr. Nance & Brianna Cambra, Communication and Engagement Subcommittee Co-Chairs
- Create Timeline For Workplan

Agenda Item 9: Member Updates *(Discussion, Informational)*
Members of this Subcommittee did not make announcements.
- Tabled due to time

Agenda Item 10: Public Comment #2 *(Discussion for Possible Action)*
Public comment not given during this agenda item.
- No comment

Agenda Item 11: Upcoming Meetings *(Informational)*
Family Leadership and Engagement: 5.28.26, 3:30 pm- 5:00 pm
Bylaws Ad Hoc: 6.08.26 10-11:00 am
Workforce Development 6.09.26, 11-12:00 pm
Data and Evaluation: 6.18.26, @1:00 pm
General ECAC: 7.15.26, 5:30 pm - 7:30 pm
Policy and Finance: 7.21.26 @3:30 pm
Communication & Engagement: 7.28.26, @ 11:30 am

Agenda Item 12: Adjournment
- Brianna Cambra adjourned meeting at 12:30pm

Action Items:
1. Brandi Hearst to add items to agenda that were tabled
2. Brianna Cambra to have Share Your story document ready to share at next meeting

One Sentence Summary:
Members went over the Outreach tracker and the Workplan in detail and discussed the goals, assigned objectives and what the collaboration opportunities may be with other Subcommittees.