



South Dakota Association for the Education of Young Children

Robert Wood Johnson Foundation Grant Meeting

April 5, 2019

Grant purpose: *Coordinate messaging of the importance of early learning through stakeholder meetings, NAEYC policy training, concrete data sources and communication and public relations strategies.*

GOAL 1: Stakeholders will be convened to identify and implement strategies focused on policy development.

Potential participants: Laura Armstrong, Fran Apaland, Kathy Cruse, Kelsey Sakos, Arlene Poncet, Carol Bush, Kelly Sullivan, Erin Healy, United Way, mayors, superintendents, county commissioners, law enforcement, tribal leaders, university associations, speech pathologists, PT/OT, Birth to 3, Delta Dental, EAFB, mental health, home school parents, Presentation Sisters

OUTCOMES	ACTION STEPS	RESOURCES NEEDED	PERSON(S)	TIMELINE
Convene stakeholders who represent various facets of early learning to discuss strategies.	4/5/19: First meeting May – August: meet virtually and telephonically October: Meet at MAPLE conference	Strategic plan	Committee chairs	Monthly reports Final report – November 2019
Develop town hall meeting to increase awareness of early learning	Show “No Small Matter” Create a playbook for facilitating town hall meetings Work with Mayor Allender on connecting with other mayors	Access to movie Town hall meeting design		July 2019

OUTCOMES	ACTION STEPS	RESOURCES NEEDED	PERSON(S)	TIMELINE
Work with communications committee on getting information distributed (ELAC?)	Share plan with communications committee Develop uniform talking points Contact SDPB on how to promote the messaging	Time Communications plan		August 2019
Create an advisory council around policy issues	Work with current legislators to formulate bill	Legislative Research Council Department of Education Head Start		September 2019

GOAL 2: Develop a marketing campaign that educates and promotes early learning across the state.

Possible participants: Kayla Klein, Jessica Castleberry, Erin Healey, Tom Holmes, Darbi, Autumn Gregory, Kristi Swier

OUTCOMES	ACTION STEPS	RESOURCES NEEDED	PERSON(S)	TIMELINE
Identify and share common language to reach various stakeholders and policymakers.	Define and describe early learner	None	Committee	May 2019
Create a marketing campaign using a themed message (i.e., I am an early learner.)	Convene committee to discuss video and strategic image campaign Connect with a marketing specialist to develop a framework	Marketing plan template Marketing specialist	Committee	June 2019

OUTCOMES	ACTION STEPS	RESOURCES NEEDED	PERSON(S)	TIMELINE
Communicate the return on investment and why early learning is important	Identify positive outcomes Coordinate with the data committee Showcase data using different mediums (i.e., social media, graphics)	Kids Count data Head Start data Data committee	Committee	June 2019
Develop a communications plan for the group	Convene committee meeting to create a plan Engage a communications specialist; include media outlets Share the plan with the other committees	Communications specialist Media representation	Committee	August/September 2019

GOAL 3: Collect and disseminate relevant and accurate data about early learning in the state.

Possible participants: Marie Steckelberg, Jessica Gromer, Carmen Stewart, John Swanson, Carole Cochran, Callie Tysdal

OUTCOMES	ACTION STEPS	RESOURCES NEEDED	PERSON(S)	TIMELINE
Provide data and analysis to the communications committee.	Ask the communications group what data they want and need. Identify sources of data. Compile data in one location.	Data from WIC, SDHSA Headstart, Department of Social Services, Junior K programs, English as Second Language children	Committee	July 2019

OUTCOMES	ACTION STEPS	RESOURCES NEEDED	PERSON(S)	TIMELINE
Create a data collection plan for early learning policy	Review Kids Count data and format for reporting Identify gaps in data and missing data (What do families want? How does SFEC fit into this effort?) Determine format of plan	Carole Cochran-Kids Count Data Callie Tysdal-Black Hills Knowledge Network Carmen Stewart-USD Head Start	Committee	July 2019

Next Steps

For Committees: Share the drafted plan with the participants. Each committee should convene a conference call meeting to discuss what is missing from their plans. Action steps should be assigned to individuals and documented. Deadlines and timelines should be established with each committee.

For Grant Manager: For the purpose of this grant, Jessica Castleberry and Fran Apland are the key individuals responsible for the reporting. All meetings should be documented to include participants, date, details of discussions and action to be taken. A full group meeting (in person or via technology) should be convened in July to maintain communication.