



# ELCHC Development Committee Meeting Agenda Packet

Monday, January 22, 2024 at 2:00 pm

6302 E. Dr. Martin Luther King Jr. Blvd., Suite 100, Tampa, FL 33619

<https://us06web.zoom.us/j/83893960022?pwd=QS7Szgf4p3pBykn3vSB0GVyUBbPs1X.1>

Meeting ID: 838 9396 0022

Passcode: 364089



## ELCHC Development Committee Meeting Agenda Packet

Monday, January 22, 2024

### I. CALL TO ORDER

S. Robinson

- A. Roll Call/Quorum Verification
- B. Approval of Minutes from November 13, 2023, Development Committee Meeting - 3

### II. PUBLIC COMMENT

*Individuals wishing to address the Early Learning Coalition of Hillsborough County Board of Directors must complete a Public Comment Request Card and submit it to the official recorder prior to the noticed time of the meeting. Said comments will be limited to three (3) minutes per individual on a first come, first serve basis, and only at such time as is identified on the official meeting agenda for public comment.*

### III. DISCUSSION ITEMS

A. Fraga

- A. Resource Development Department Updates
- B. Education of Young Children Summit
  - A. Future Events - 8
  - B. Budget
  - C. Table Discussion Feedback - 9

### IV. ADJOURNMENT

S. Robinson



# EARLY LEARNING

COALITION OF HILLSBOROUGH COUNTY

## DEVELOPMENT COMMITTEE UNAPPROVED MINUTES

Monday, November 13, 2023, at 3:00 pm  
6302 E Martin Luther King Blvd, Suite 100  
Tampa, Florida 33619  
Hybrid Meeting

### MEETING ATTENDANCE

**Facilitator:** Dr. Shawn Robinson

**Committee Members Present:**

Dianne Jacob, Dr. Jodi Marshall, Dr. Stephanie Holmquist Johnson\*, and Derek Zitko\*

**Committee Members Absent:**

None.

**Board Members Present:** None.

**ELCHC Staff:**

Alison Fraga, Dr. Fred Hicks, John Medina, Kelley Minney, Kiyana Scott, Nancy Will, Sonia Duraimurugan, Abigail Perez, Sabrina Ruiz\*, Abigail Perez, Dominique Watson, and Clarence Thompkins\*

**Other Attendees:**

Frazier Carraway, Tonia Williams\* and Dennis Hebert

*\*Indicates attendance by Zoom Meeting platform.*

### CALL TO ORDER

**Quorum Verification**

Dr. Shawn Robinson, Committee Chair noted that a quorum was present and called the meeting to order at 3:00 p.m.

### PUBLIC COMMENT

There was no Public Comment.

### ACTION ITEMS

**A. Approval of Minutes from September 6, 2023, Development Committee Meeting**

*Derek Zitko made a motion to approve the September 6, 2023, Development Committee Meeting minutes as submitted. Dianne Jacob seconded the motion. The motion passed unanimously.*



## REPORTS

### RESOURCE DEVELOPMENT Department Updates

#### Updates:

Alison Fraga, Chief Development Officer, gave an update on the following:

Mrs. Fraga reported that this time of year nonprofit organizations are looking at their Chairty Navigator and ratings. She shared The Early Learning Coalition of Hillsborough County (ELCHC) currently has 4 out of 5 stars and Coalition is doing well with their rating. Mrs. Fraga reported that GuideStar/Candid the Coalition is at a gold level and is 1 away from the platinum level. She also shared the team is working to get these rankings higher where they are able as there are some factors that we cannot do anything to increase rankings/scoring.

Chair Robinson stated that it is important to have full transparency of the board and to have all senior leadership on the website as well as the Coalition's strategy plan available to include posting of all 990's to show when all administrative work is complete.

Mrs. Fraga reported the ELCHC has raised \$1.1 million dollars including three new funders this calendar year.

Committee member, Dianne Jacob asked Mrs. Fraga how this compares to Casper? Mrs. Fraga replied we receive \$15,000 from Casper each year for their own employees. She reported that with the Mayfield Foundation we should be closer to our goals. Mrs. Fraga noted that this year is the first year we have had to look for funding because of some of the funding that has been lost.

Lastly, Mrs. Fraga reported in her update that Violet and Theo will be the primary campaign for this fiscal year. Mrs. Fraga gave the floor to Kiyana Scott, Manager of Marketing and Resource Development.

Ms. Scott reported to the committee that first kick off of Violet and Theo was on October 1, 2023, with advertisements with Univision, as well as new advertisements in movie theatres and roughly, through the end of October 335,000 social media impressions were generated. Totaling over 500,000 impressions including with the help of advertising at gas stations and on buses throughout the community. Ms. Scott also reported that traffic to the Coalition's website increased by 11,000 new users and we have seen an increase in the school readiness waitlist and our overall goal of providing services to children and their families is being accomplished.

Chair Robinson asked for regular standing reporting to be able to keep track of all the numbers reported by Ms. Scott.

Mrs. Fraga replied that a dashboard would be sent out as soon as meeting dates were set with all marketing and advertising dates.

### Education of Young Children's Summit

Alison Fraga, Chief Development Officer, provided an update on the following:

Mrs. Fraga reported that the next steps have not yet been discussed with her team or with Dr. Hicks, CEO ELCHC. However, the next steps would take place over the next calendar year. Mrs. Fraga shared that Dr. Hicks has a vision to possibly make the Children's Summit longer, perhaps a 2-3-day event as was his initial vision. Mrs. Fraga shared that we have an opportunity now to discuss this vision and to meet to discuss initial actions towards Children Summit's in the future but that no event was planned within this fiscal year.

Chair Robinson suggested that maybe next April or May of 2024 might be a good timeframe for the next Development Committee meeting to begin discussing all the feedback received and thanks Mrs. Fraga for all the questions that were replied to by guests in attendance at the Children's Summit. Chair Robinson also suggested having providers engaged in the planning conversations for the next Children's Summit.

Committee Vice Chair, Dianne Jacob shared that reading through all the feedback received would give Mrs. Fraga's team and the committee more of an idea of what the next steps should be moving forward. Mrs. Jacob shared that perhaps next September would be a good time to host another Children's Summit because early fall is usually a good time for the business community and to maybe have someone smaller and more focused on the results of the feedback.

Sponsorships: Mrs. Fraga shared that the most recent sponsorship total was \$21,250.00 with a total of 17 sponsors and over \$19,000 collected to date.

Committee Member Derek Zitko shared some basic questions to gauge how an event fared was to ask some of the same questions that are asked after a military event. Were the specifics of the event accomplished? What metrics can we take away? Have we called or e-mailed to get as much feedback as possible? Mr. Zitko said it would be a good idea to garner specific fruit from specific business leaders that were in attendance.

Mrs. Fraga explained that a "road show" schedule be developed because there is so little known about early education. Mrs. Fraga suggested that perhaps having Dr. Hicks sit down with some key business leaders, along with her team and perhaps the committee for discussion would be the most fruitful in adding the next layer of conversation. Some examples Mrs. Fraga shared were finance folks speaking about financial literacy for the parents and families; Bosses for Babies to be brought into the conversation. Mrs. Fraga stated now that we have over 100 business leaders, we can get deeper into conversations and be much more specific. Once recommendation was "road trip" conversations to take place all over the community with the leaders who attended the Children's Summit.

The committee discussed getting with Career Source to help provide some of the education around the financial piece to be shared at the next Summit. Mrs. Fraga shared that it would be a good idea to share the Coalition's legislative priorities with these business leaders this will open up the door for a greater understanding of exactly why the Coalition exist in serving the families of Hillsborough County.

Chair Robinson suggested that a packet of questions go out to the entire board of directors with a memo explaining what the packet is before the next board meeting.

Committee Vice Chair Mrs. Jacob suggested that a matrix be created with this information. Mrs. Jacob also noted that everyone has a piece of the puzzle, and our piece is the entire pie as we are entrusted to be a depositor of charitable funds.

Dr. Fred Hicks, CEO ELCHC stated that maybe another 11,000 families in the area do not know we exist. Dr. Hicks went on to share we will do our part for the vision he brought when coming onboard the Coalition as CEO. Dr. Hicks stated that the business side of the community needed to be aware of our presence and mission. He continued to share that we are here to help the parents, the teachers, owners, and of course the children of Hillsborough County. Dr Hicks shared his vision of having the next Children's Summit to involve the providers in the industry. Dr. Hicks shared that these providers need to know how to package their business out to the community.

Chair Robinson thanked Dr. Hicks for his leadership and vision for the Children's Summit. Chair Robinson suggested that maybe a way to involve providers and teachers would be to combine Teacher's Night Out with the Children's Summit.

Mrs. Fraga mentioned that we are still in the same fiscal year and coming off such a successful event more time would be needed to fuse two very large events to ensure the success of a much larger future Children's Summit.

Chair Robinson suggested that business leaders needed to see children in their setting.

Mrs. Fraga reported that the event grossed \$21,000 and netted \$11,500. 50% went to food and parking (non-DEL expense), shows the importance of having sponsors. Mrs. Fraga shared that we are now able to put \$11,000 in unrestricted dollars.

Abigail Perez, Director of Impact and Community relations shared that engaging with local chambers would be a good idea to get in key attendees for future Children Summit's.

Chair Robinson asked if ELCHC staff had spoken to other chambers about the Children's Summit.

Dr. Hicks replied that we have not joined or spoken to any chambers to date post Summit.

Mrs. Fraga shared that a handful of meetings had taken place due to the Summit and anticipates more engagement.

Chair Robinson announced the next Development Committee meeting to be held on January 22, 2024, to discuss the following:

Future Events, Budget, Table discussion feedback

**ADJOURNMENT**

Dianne Jacob, Vice Chair, made a motion to adjourn the meeting at 3:54 pm. Dr. Stephe Holmquist made a second. The motion passed unanimously.

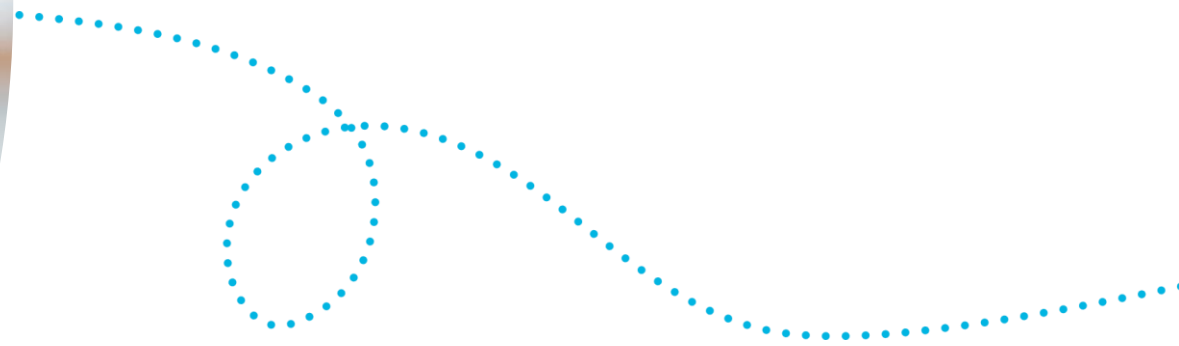
Read and approved by: \_\_\_\_\_ Date: \_\_\_\_\_  
Dr. Stephe Holmquist Johnson, Secretary

DRAFT



# Future Events...

## Children's Summit 2024



**EARLY LEARNING**  
COALITION OF HILLSBOROUGH COUNTY



## Facilitated Questions

September 21, 2023

1. *TOPIC:* Teacher Pay & benefits “From what you’ve heard today, what do you think are the most compelling reasons for increasing the pay and benefits of early education professionals?”

### DISCUSSION PROMPTS:

- a. How would it impact quality
- b. How can it be funded
- c. Does your company have any advice on strategies to fund a steady but significant pay increase for your employees?

2. *TOPIC:* Eligibility Benefits Cliff: “What happens to your current and future workforce if fewer families can afford high-quality childcare options?”

### DISCUSSION PROMPTS:

- a. What solutions does your company currently offer or considering offering that could eliminate this burden?
- b. Would you be open to exploring opportunities directly in partnership with the Early Learning Coalition of Hillsborough County?

3. *TOPIC:* Expulsion Crisis: “Although not a significant component of today’s discussion, elements such as missed work, lack of productivity at work etc. are also a result of working parents with children with special needs or unique abilities (this can mean developmental delays and/or behavioral concerns often relating to exposure of adverse childhood experience such as poverty. Is this topic of interest to anyone to discuss?”

### DISCUSSION PROMPTS:

- a. What knowledge do you currently have of challenges parents with special needs and unique abilities face in early care and education? Does your

company have a strategy to employ and provide for parents whose children have special needs/unique abilities?