



ELCHC Development Committee Meeting Agenda Packet

Wednesday, August 7, 2024 at 3:00 pm

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

<https://us06web.zoom.us/j/89063123368?pwd=hXaE0hThdOWw6K3bs1HZPDlipAyKsb.1>

Meeting ID: 890 6312 3368

Passcode: 674930



ELCHC Development Committee Meeting Agenda Packet

Wednesday, August 7, 2024

I. CALL TO ORDER

S. Robinson

- A. Roll Call/Quorum Verification
- B. Approval of Minutes from July 10, 2024, Development Committee Meeting - 3

II. PUBLIC COMMENT

S. Robinson

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 & Community Relations Impact Report - 6
- B. Department Updates
- C. Host Committee Updates
- D. Education of Young Children 2024 Summit

IV. ANNOUNCEMENTS

S. Robinson

- A. Next, meeting of the Development Committee will be virtual - September 11, 2024

V. ADJOURNMENT

S. Robinson



Wednesday, July 10, 2024, at 3:00 pm
Hybrid Meeting
6302 E. Martin Luther King Jr. Blvd., Suite 100
Tampa, FL 33619

MEETING ATTENDANCE

Facilitator: Dr. Shawn Robinson, Chair

Committee Members Present:

Dr. Shawn Robinson, Derek Zitko*, Dianne Jacob*, Dr. Stephe Holmquist

Committee Members Absent:

Dr. Jodi Marshall

ELCHC Staff:

Kiyana Scott*, Alison Fraga, Abigail Perez, Dr. Fred Hicks, Yander Tovar, Dennis Herbert

Other Attendees:

Paul Quinn

**Indicates attendance via Zoom meeting platform.*

CALL TO ORDER

Quorum Verification

Noting a quorum had been established, Chair Robinson called the meeting to order at 3:02 pm.

Approval of Minutes from June 12, 2024, Development Committee Meeting

Dr. Stephe Holmquist made a motion to approve the June 12, 2024, Development Committee Meeting Minutes. Derek Zitko made a second. The motion carried unanimously.

PUBLIC COMMENT I

There was no Public Comment.

DISCUSSION ITEMS

A. Resource Development Department Updates

Alison Fraga, Chief Development Officer, stated that the new fiscal year began on July 1st, and the Resource Development team is working on a year-end update for the August 7th Development Committee meeting. Mrs. Fraga noted that the Resource Development team met all the department fiscal year balance scorecard goals.

B. New Board Attorney



Dr. Shawn Robinson announced the new board attorney from Saxon, Gilmore & Carraway law firm, Paul Quinn. Mr. Quinn provided a brief introduction of himself.

C. Host Committee Updates

Abigail Perez, Director of Community Relations & Impact, updated the Development Committee on the host committee meeting held on June 20th, with 4 members present and 4 members absent. During the Host Committee meeting, the summit guest list was reviewed, and the next meeting is scheduled for the end of July to review and discuss any key partners who have not yet RSVP'd for the Education of Young Children Summit.

D. Education of Young Children 2024 Summit

Mrs. Fraga provided the following updates to the Development Committee:

- Ten (10) sponsors have been secured for the event, including six (6) new sponsors and four currently recruiting, totaling \$17,000. A meeting with TECO, a sponsor from last year, is scheduled for the week of July 15th.
- Ninety (90) of the 175 seats are already filled, including ten (10) members of the Early Learning Coalition of Hillsborough County (ELCHC) Board of Directors and nine (9) elected officials from various county commissions, the clerk of court, and local and state offices.
- The event panel has been finalized: Bemetra Simmons (President/CEO, Tampa Bay Partnership), Makayla Buchanan (Director of Early Learning, Florida Chamber Foundation), Bob Rohrlack (President and CEO of The Tampa Bay Chamber), Superintendent Van Ayers (Hillsborough County Public Schools), and Chad Loar (Regional President, PNC Bank).

Mrs. Fraga shared that the team met with Makayla Buchanan on July 10th to develop questions for the panelists and will discuss a complete list of questions, including topics for table discussions, at the next Development Committee meeting.

Mrs. Fraga also noted that the invitation has been revised to include the names and headshots of the panelists. The Florida Chamber and Tampa Bay Partnership will distribute this updated invitation through their email lists.

E. Summit Attendee – Call-to-Action & Menu of Ways Business Community Can Support Early Childhood Education

The Development Committee and ELCHC staff discussed a call to action for an upcoming event, highlighting that the Florida Chamber of Commerce will have the childcare tax credit available by September for guests. Dr. Hicks advised against overwhelming attendees with detailed data on the number of children served by the ELCHC in Voluntary Prekindergarten (VPK) and School Readiness (SR). Instead, the committee plans to provide handouts with key points for employers. Dr. Robinson suggested including a comment/suggestion sheet for guests.

An advisory committee of business leaders, educators, and caregivers was proposed by Dr. Stephe Holmquist to promote early childhood education in Hillsborough County.

F. Key Information Takeaways for Summit Attendees to be Our Champions

Dr. Robinson noted that the Human Resource toolkit, which includes booklets and flyers for employees regarding SR and other community resources, distributed at last year's summit, will be given out again at this summit.

ADJOURNMENT

Citing no further business, Dr. Stephie Holmquist made a motion to adjourn the meeting at 3:31 pm. Derek Zitko made a second. The motion carried unanimously.

Read and approved by: _____
Derek Zitko, Secretary *Date*

DRAFT



EARLY LEARNING

COALITION OF HILLSBOROUGH COUNTY

A bold vision for a bright future.



From early beginnings to lifelong success.

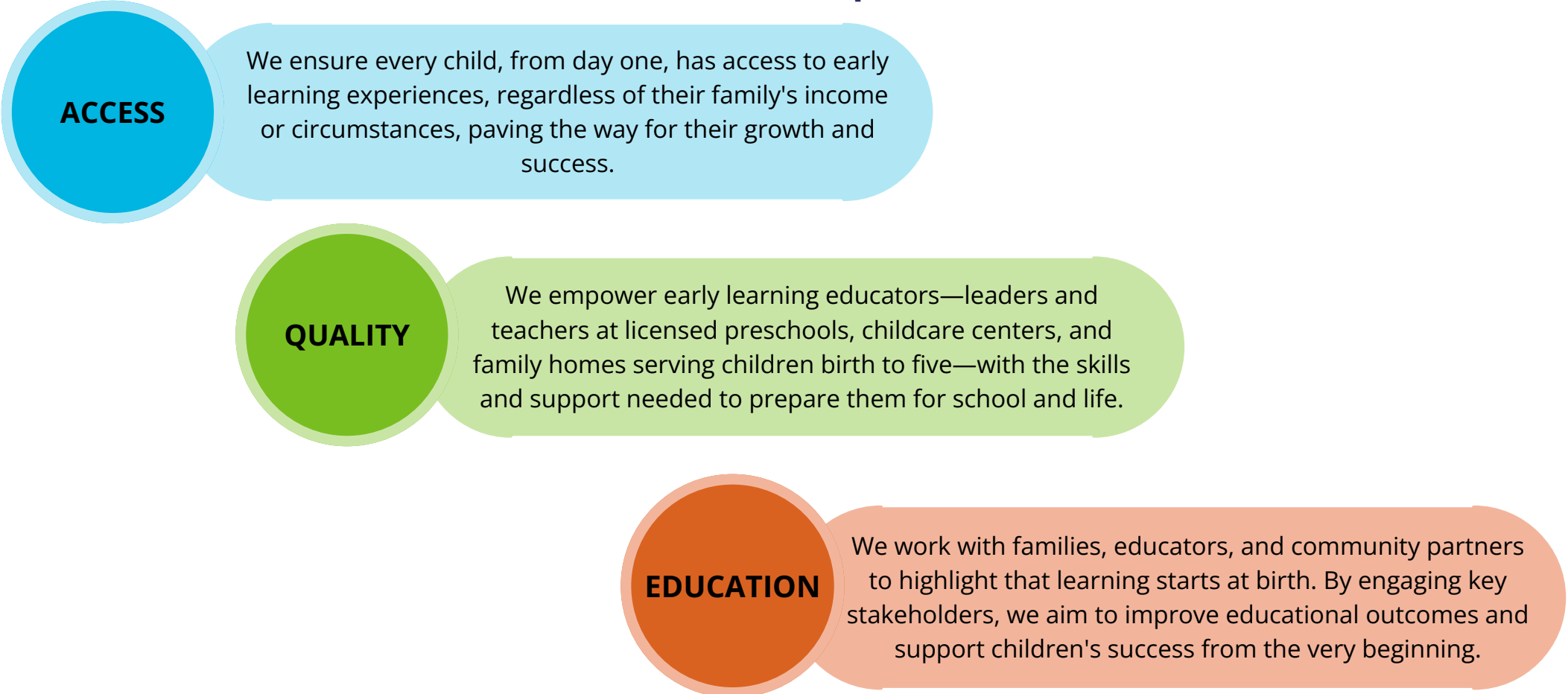
Our mission:

The Early Learning Coalition of Hillsborough County (ELCHC) provides children, birth to 5 years, high-quality, equitable, and inclusive early learning experiences preparing them for success in school and life through the collaboration of families, educators, and the community.

Our vision:

A thriving community where every child has what they need to succeed from the moment they are born.

Our mission priorities are:



Reaching thousands, raising millions, connecting communities.

The Resource Development Department has **achieved remarkable success this year, meeting and exceeding all our fiscal year 2023-2024 goals**. Through dedicated outreach events, we reached thousands of individuals, secured substantial local funding, and significantly increased website visitors. Our team's relentless efforts have strengthened our community connections and advanced our mission of early learning excellence.

Key Performance Indicators (KPIs)	Target	Actual	Stretch	Percentage Achieved
Total outreach events hosted or participated in by the ELCHC	60	103	75	171.7%
Total individuals reached through ELCHC hosted Events	900	5,184	1,000	575.9%
Total Local Funds Received	\$2,100,000	\$2,186,957.90	\$2,300,000	104.1%
Total Website Visitors	200,000	210,893	250,000	105.5%

NOTE: KPI data sourced from the Balanced Scorecard and tracked by the MIS Department, verified for accuracy as of July 1, 2024.

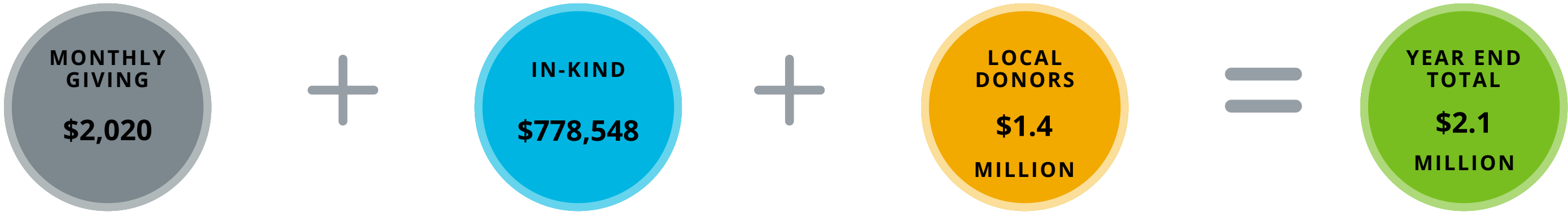


Investing boldly in early education.

This year, our community came together in an unprecedented way to support early childhood education, raising an incredible \$2.1 million in local funds. Local businesses, passionate individuals, and dedicated volunteers united with a shared vision: **to provide every child with the best start in life.**

This remarkable achievement not only highlights the generosity of Hillsborough County but also underscores the collective commitment to nurturing our youngest learners.

Local Funds Raised



NOTE: Data for local funds raised tracked through ELCHC's donor base system and contract records.



Impactful Results from Local Funding

Increased ACCESS to early learning experiences

School Readiness Match Funding

- Targeted Support:
 - Served 4,007 unduplicated children, birth to 12 years old from households with incomes at or below 200% of the Federal Poverty Level (FPL).
- Support for Families:
 - Eased Costs: Reduced the financial burden of childcare, enabling parents and caregivers to re-enter the workforce or continue their education.
 - Enhanced Access: Improved early learning opportunities for children in economically constrained situations.

Improved QUALITY of early learning education

iSpy Tampa Bay Program

- Professional Development:
 - 70 teachers received 330 hours of focused training on Science and STEM during the 23-24 year.
- Communities of Practice:
 - Teachers engaged in quarterly sessions to share experiences and learn from peers.
- Support for Educators:
 - Enhanced teachers' expertise in Science and STEM, leading to improved educational outcomes.
 - Fostered a collaborative learning environment among educators, promoting ongoing professional growth.

Advanced EDUCATION of children and families

iSpy Tampa Bay Program

- Access to Major Attractions:
 - Provided 751 children aged 3-5 and their families with visits to Tampa's major educational sites, including the Glazer Children's Museum, Zoo Tampa, and the Florida Aquarium.
- Educational Benefits:
 - Expanded vocabulary and exposed children to new experiences and concepts, enriching their learning and development.
- Impact on Development:
 - Assessment Results: Of the 751 children, 523 were assessed, and 82% showed improvement in language and communication, cognitive development, and general knowledge domains.



Local & In-kind Funders

Local

Children’s Board of Hillsborough County
 Publix Supermarket Charities
 Board of County Commissioners
 Baker and Emily Mayfield Foundation
 Rays Baseball Foundation
 Conn Memorial Foundation

Suncoast Credit Union
 United Way Suncoast
 The Spurlino Foundation
 Community Foundation of Tampa Bay
 University of Florida - Lastinger
 City of Tampa

In-kind

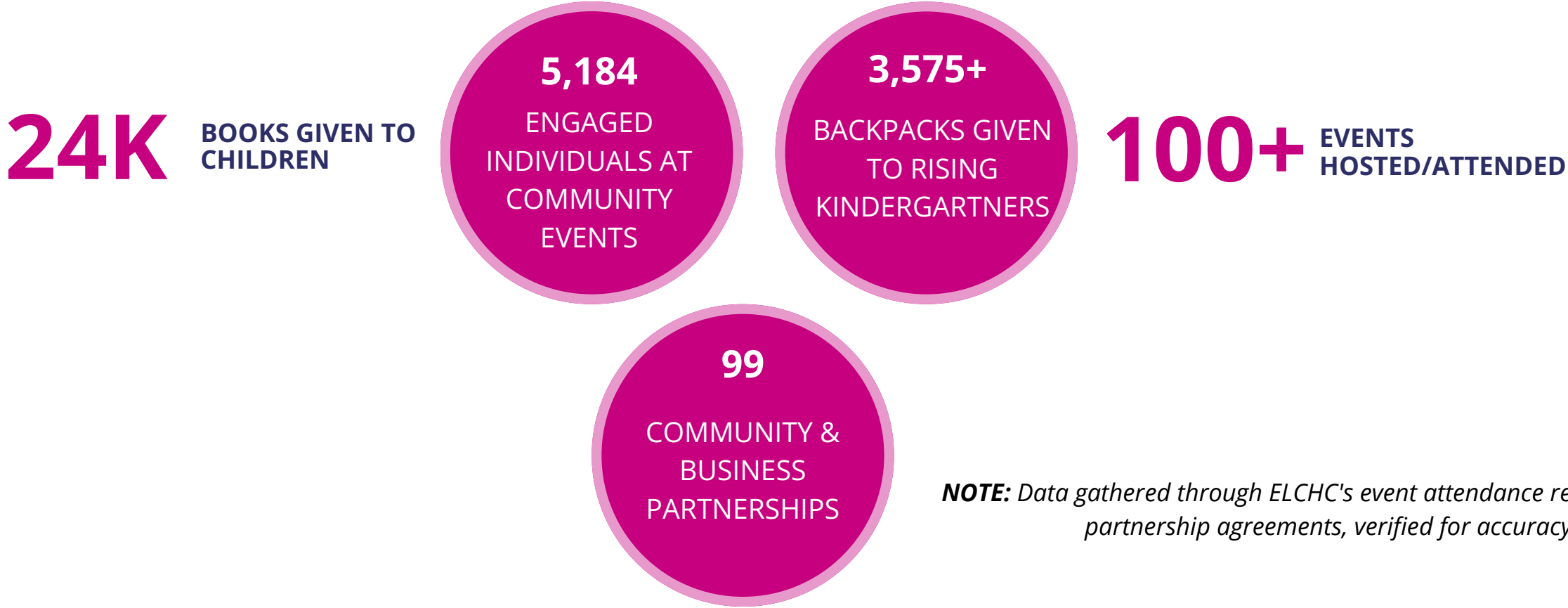
Zoo Tampa
 The Florida Aquarium
 Glazer Children’s Museum
 MOSI

Google Ad Grants
 ClearChannel Outdoor
 WEDU PBS
 Beasley Media Group



Our impact knows no boundaries.

ELCHC has ignited a spark of change in Hillsborough County, transforming the landscape of early childhood development. Through a multifaceted approach that blends dynamic community engagement with essential support services, **we've empowered families, strengthened partnerships, and elevated early learning opportunities.** Our commitment to fostering a love of play, literacy, and parental involvement has created a ripple effect of positive outcomes, building a stronger foundation for the community's youngest members. By providing access to critical resources, hosting engaging events, and advocating for the importance of early childhood education, ELCHC has positioned itself as a leading force in shaping brighter futures for children and families in Hillsborough County.



***NOTE:** Data gathered through ELCHC's event attendance records, procurement records, and partnership agreements, verified for accuracy as of July 26, 2024.*



Impactful Results from Community Outreach

Increased ACCESS to early learning experiences

The Power of PLAY & Early Literacy Project

- Day of Play:
 - Our Day of Play events drew over 300 families to each gathering, emphasizing the vital role of play in early childhood development. Partnerships with over 20 community organizations provided families additional resources and enriched the experience.
- Free Library Book Stands:
 - Implemented at local community partners to provide easy access to books for children and families.
- Bess the Book Bus Partnership:
 - Collaborated with ELCHC to bring a mobile library to 10 local childcare programs.

Improved QUALITY of early learning education

On My Way to Kindergarten & Teacher's Night Out

- On My Way to Kindergarten (OMWTK):
 - The OMWTK program supported children ages 3-5 in their transition from preschool to kindergarten by providing families and teachers with essential tools and resources. Key features included engaging community events, book distributions to inspire a love of reading, and ready-to-use classroom kits for teachers.
- Teacher's Night Out:
 - Over 200 educators connected, recharged, and shared best practices at our May 4th event, fostering a supportive community and providing valuable resources.

Advanced EDUCATION of children and families

Advocacy for Early Childhood Education & Development

- Comprehensive Family Support:
 - Provided child care resource and referral services to all Hillsborough County families.
- Collaborated with social service agencies, public school representatives, local funders, legislative leaders, and military organizations.
- Education of Young Children Summit
 - Held on September 21, 2023.
 - Brought together thought leaders and experts to discuss the importance of early childhood education.
 - Highlighted ELCHC's commitment to advancing education and improving outcomes for young children.



Transforming the way we connect with our community.

204K NEW WEBSITE USERS

The ELCHC website has been transformed to better serve families, community members, and childcare providers, leading to a 17.5% rise in new visitors from the previous fiscal year 2022-2023.

10K SOCIAL MEDIA FOLLOWERS & 16M+ IMPRESSIONS

ELCHC leveraged social media and multimedia campaigns to transform community engagement. This yielded impressive results: 948 posts, 10,576 followers, 23,529 engagements, and a staggering 16,000,000+ impressions. By sharing authentic stories, engaging visuals, and interactive content across Instagram, Facebook, TikTok, and other platforms ELCHC not only raised awareness but also inspired action, leading to increased enrollment in vital programs like School Readiness and Voluntary Prekindergarten.

IMPROVED EMAIL COMMUNICATIONS

ELCHC's email communications have experienced substantial growth, marked by a 2% increase in click-through rates and a 12.12% rise in open rates from fiscal year 2022-2023. This success reflects our enhanced ability to engage families, providers, and the community. Our monthly and quarterly newsletters, boasting a combined 29.55% increase in email newsletter sign-ups, now effectively educate stakeholders on early childhood education and keep them informed about crucial updates and the impact of ELCHC initiatives



NOTE: The data presented in this section was collected through Google Analytics, Sprout Social, ELCHC Website, and various vendor dashboards, ensuring a comprehensive and accurate reflection of ELCHC's digital presence and engagement.



Impactful Results from Digital Engagement

Increased ACCESS to early learning experiences

Online Resources for Families

- Continually Evolving Website:
 - Provided families with easy access to ELCHC resources and additional community resources.
- Program Information:
 - Included details about key programs such as School Readiness and Voluntary Prekindergarten.
- Support for Families:
 - Centralized Information: Offered a one-stop platform for finding resources and information about early learning programs.
 - Enhanced Accessibility: Ensured families could easily access support and resources to aid their children's educational development.

Improved QUALITY of early learning education

Professional Development

- Website User Experience:
 - Streamlined access to training sessions and program information.
 - Enhanced resource availability for families and educators.
- Support for Educators:
 - Enabled grant applications directly through the website with ARPA funding.
 - Increased financial support for program enhancements.

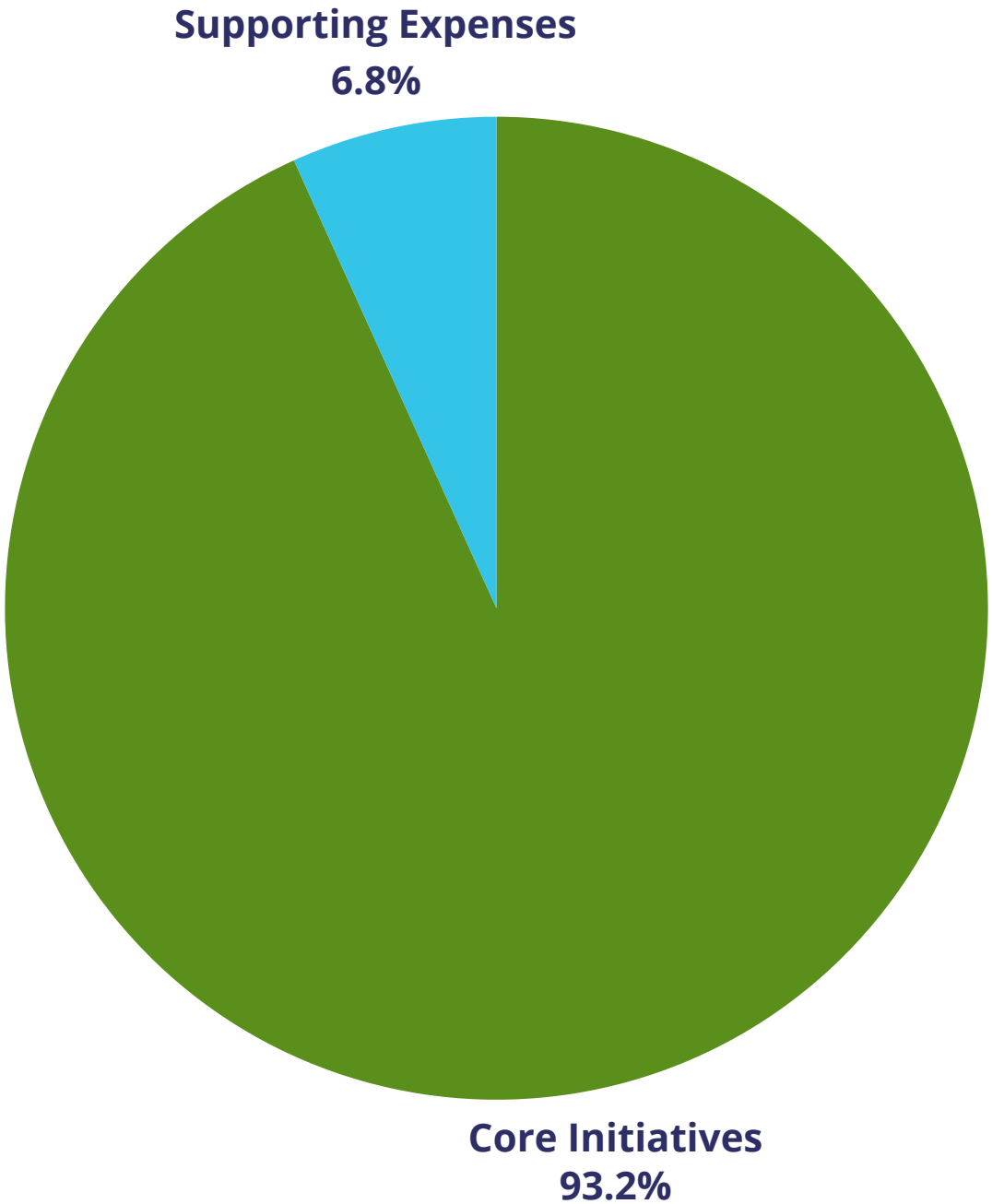
Advanced EDUCATION of children and families

Expanded Outreach and Engagement through Digital Media

- Increased Social Media Following:
 - Achieved a significant increase in followers, amplifying our reach and impact in advocating for early childhood education.
- Newsletter Subscribers on the Rise:
 - Our email newsletters have seen substantial growth. The Family Bulletin Newsletter led with a 43.55% increase, followed by Provider Notes at 29.25%. The ELCHC Community Newsletter also grew by 15.86%.
- Production of Animated Shorts:
 - Released two new animated shorts showcasing ELCHC as a comprehensive resource for families. These brief clips highlighted our support services for early child development.



Budget breakdown at a glance.



CORE INITIATIVES

We maximized our impact on early learning and community support by strategically allocating 93.24% of our budget to core initiatives. Our investment in Consumer Education (books, outreach, promotional and print collateral), Digital Marketing & Website Management, Events, and Classroom & Training Materials directly fueled program effectiveness and reached families where they are.

SUPPORTING EXPENSES

The remaining 6.76% of the budget was prudently invested in Supporting Expenses such as staff development, office supplies, and operational costs. These essential expenditures ensured efficient program delivery and a strong foundation for future growth.

NOTE: Percentages may fluctuate based on final financial reporting. Supporting expenses represent a broad category and include, but are not limited to, the items listed above.



Working together for greater impact - meet our team.

