

Spark NH Committee Meeting Summary

Committee: Communications & Public Awareness
Date: Wednesday, October 26, 2011
Time: 10:00 AM – 12:00 PM
Location: Two Delta Drive, Concord

Attendance

Present:

Jackie	Cowell	Early Learning NH
Anne	Grassie	Rochester Child Care Center
Diane	Hastings	NH Children's Trust
Marti	Ilg	Lakes Region Coalition for Children and Families
Kate	McCosham	North Country Health Consortium/PTAN
Shannon	Robinson-Beland	The Family Resource Center of Central New Hampshire
Linda	Graham	DHHS
Katie	Brissette	Spark NH & Early Learning NH
Laura	Milliken	Spark NH

Regrets:

Virginia	Barunas	Community Action Program/Belknap Merrimack Early Head Start/Head Start
MaryLou	Beaver	Every Child Matters
Cindy	Boyd	United Way of the Greater Seacoast
Sandra	Cohen	Belknap-Merrimack Head Start
Linda	Graham	DHHS BDS FCESS
Misty	Ladd	Piggietoes Daycare
Anjale	Longan	Project Learning Tree/ Rivier College
Jessica	Sugrue	Child Development Bureau, DCYF, DHHS
Karyn	Yeatman	Easter Seals NH Child Care Resource & Referral

Materials: Agenda; Comm. & Public Awareness Committee Workplan; Committee Guidelines

Meeting Summary (of major issues covered)

Introductions and appointment of note takers for meeting summary: Katie Brissette, October; Kate McCosham, November.

Reviewed the Right to Know law and how it will affect the work of the committee, e.g. all meetings are open to the public and no decisions or discussions will be had by email. Reviewed the consensus model that all committees and the Council will use to make decisions. This model allows for complete participation, and although a unanimous decision is not necessary, everyone can support the decisions made.

Reviewed survey results and had a discussion about effectiveness of First 5 years, Brain Hero, FrameWorks PowerPoint, "Ready" and Born Learning.

Discussed who was missing from this Committee: Health, community health centers, practitioners, public health, mental health (Kate McCosham represents North Country Health Consortium and has access to North Country public health network); western part of state – Marti will connect with Ellen Edge from Keene; Shannon Robinson-Beland will connect with Lakes Region “Healthy Eating Active Living,” Jenn Doris from Watch Me Grow and Newfound and Laconia schools; Laura will connect with Trish Tilley and Patty Ewen.

Reviewed and discussed the charge of the committee and its work plan. The purpose is to create and maintain a strong information loop between the Council and its state and local constituents/ stakeholders and build public awareness of and commitment to early childhood issues. Two parts: general communication about the work of Spark NH; and public awareness about early childhood including contracting with a consultant.

Brainstormed list of sectors that will need to be communicated with: all on the guidelines; practitioners, policy makers, consumers, parents, business/philanthropy, and community leaders. We will eventually add individual names starting with the existing stakeholders list.

Discussed what tools will be necessary for communication: Website - in production and will be used for communication and public awareness purposes. The Website Taskforce should be connected to this committee and be in constant communication. The next Website TF meeting is Wednesday, November 2 at noon. Jackie and Diane Hastings are attending. Each committee will have a page on the website with meeting agendas, minutes, and a synopsis of current work. E-blasts; press; speakers bureau; newsletters; video conferencing (Kate McCosham has access to video conferencing in the North Country. In order to do video conferencing Spark NH meetings would need to be held at a location with the equipment.)

Discussed how to get information back from stakeholders: “I’m interested” button on the website; surveys; social media – Kate McCoshum is willing to help with this.

Discussed the role of the committee chair: work with staff to develop agendas; facilitate meetings; meeting summaries to staff before 1 week prior to Council meeting; report at Council meetings or designate someone. Linda Graham agreed to co-chair with Marti. Marti will provide the report at the Oct 27 meeting.

Agreed to meet monthly. Smaller workgroups may be needed in the long term. The next meeting will be in December.

Action items:

- Laura will send out an inventory of videos and other public awareness tools out there, other committee members should review these and also add to list.
- Jackie will help draft a scope of work for public awareness consultant
- Laura will come prepared to talk about who’s missing from our sector list
- Laura will send around a survey monkey to set the standing meeting time for this committee. The options are 10am on the 1st Monday, Tuesday, Wed, or Thursday of every month.

Questions for Council and Votes (if necessary) None at this time.

Request for Funding (if necessary) None at this time.