



Board Processes Committee Minutes Tuesday August 22, 2017 at 1:00

Attendance: Board members present, Terry Johnson, Brett Elliott, and Kevin Howe. Staff member present, ECI Director Debra Schrader. The meeting was conducted by conference call at 1:00

Board member Johnson will be the reporter for September 14, 2017 4 R Kids Board meeting in Adel.

FY17 Marketing and Public Awareness Plan Evaluation *(action requested)*

The committee completed an in-depth review of the marketing and public awareness activities performed in FY17. During FY17 a total of \$2,291.26 was expended on activities which is \$640.59 less than FY16. It was noted that a marketing and public awareness plan may no longer be a state requirement for ECI board designation and that materials have yet to be finalized by Early Childhood Iowa regarding this criteria. The annual appreciation reception was discussed and the committee felt it would be advantageous to continue with the event and to increase efforts to get legislators to attend the event. The Program and Service Committee will meet 8-25-17 and it is an agenda item for consideration. After careful review of all activities, it was consensus of the committee that overall, more emphasis needs to be put on awareness of early childhood efforts. Board member Elliott will research different avenues/tools for marketing efforts. Increasing awareness of services and the need for resorting funding with legislators is a priority. It is recommended that the unallocated \$3,855.39 administration funds (school ready and early childhood) be allotted for additional marketing efforts.

Annual Board Bylaws Review *(information)*

The committee reviewed the bylaws and there are no recommended changes.

Annual Board Policy and Procedure Manual Review *(information)*

The committee reviewed the policy and procedure manual and there were no recommended changes. It was noted that Policy 3.3.2 Program Budgeting - Indirect Cost Rates and Administrative Fee Policy had extra review with no recommended changes.

Legislative Advocacy *(action requested)*

The committee was provided funding history data from FY2008 through FY2018. Overall, Early Childhood Iowa has received a 20% reduction to early childhood funding and 45% reduction in school ready funding from FY2008 compared to FY2018. The 4 R Kids ECI area board has received a 40.8% reduction to early childhood funding and 39% reduction to school ready funds from FY2008 compared to FY2018. It was consensus of the group that restoring the funding would be worthy, but restoring funding with a cost of living increase needs to be the goal. Director Schrader will work on drafting a one page advocacy document with the recommendations.

Meeting adjourned at 1:50, the next meeting is January 30, 2018 at 1:00 via telephone conference.



FY2017
Marketing and Public Awareness
Evaluation

Strategy 1. Community Events

The 4 R Kids Early Childhood Iowa Area Board attends and/or sponsors Toddlerfests or other events in each county. The events focus on serving families with young children with free resources and activities.

Number of Participants	
Event	FY17
Adair County Toddlerfest	113
Dallas County Toddlerfest	1,200
Madison County Roll n Read	37
Warren County Roll n Read	82
7 Paper Tigers Viewings (7)	117
Lunch and Learn	18
Total	1,567

Expenditures	
	FY17
Toddlerfests	\$1,251.61 ECI + (\$4,110 other sources)
Paper Tigers	\$100.00 ECI + (1st Five & DCAT provided food for events)
Lunch and Learn	\$0 ECI (\$231.33 DCAT grant)
Total Costs	\$1,351.61

Analysis/Comments	
FY17	<p>\$2,000 was budgeted to support community events and \$1,351.61 was expended or 68%. A survey was conducted at the Toddlerfests and Roll n Reads which revealed that 84% of families read to their children daily and 99% indicated they would attend a similar event in the future.</p> <p>Paper Tigers viewings were supported by 1st Five and Boone/Dallas Cluster DCAT 4 R Kids ECI received a grant from the Creston Cluster DCAT project to support a Lunch and Learn about the 1st Five program and the Children at Home service</p>

Strategy 2. Website

The Board maintains a website that promotes the purpose, mission, and vision for the Early Childhood Area. It assists in meeting Open Records/Open Meetings Law, provides resources, and promotes the Board and service providers.

Website Data	
	FY17
# of website hits	4,362

Expenditures	
	FY17
Website expenditures	\$48 (\$18 for the domain name and \$30 for no advertisements)

Analysis/Comments	
FY17	<ul style="list-style-type: none"> Website hits were down 172 from the previous fiscal year which was 4,534. There were an average of 12 website hits per day. The highest month of hits was May (466) and the lowest was September (232). Program and Services tab and the Board meeting tabs appears to have the most activity. The United States utilize the website the most with Canada second and Brazil third.

Strategy 3. Media Relations - Print

The Board will utilize various forms of public media to increase awareness about Early Childhood services, and share information publically. Newspapers and media may include but not limited to: *Adair County Free Press, Indianola Record Herald, Dallas County News, and the Madisonian.*

News Releases	
	FY17
Adel Living	1 (interview about Dallas County Toddlerfest)
Dallas County News	1 (interview about Dallas County Toddlerfest)
Total	2

Media relations expenditures	
	FY17
Media relations expenditures	\$0

Analysis/Comments	
FY17	Subscriptions to the newspapers were \$226.93.

Strategy 4. Newsletters

A free resource for those receiving the newsletters. Approximately 4 newsletters are published per year, currently utilizing a professional social media tool called Constant Contact.

Newsletter Data	
	FY17
# of newsletters produced	4
#of newsletters sent by constant contact	1,324 recipients (some may be duplicated)
% of newsletters opened	26.8%

Total Expenditures	
	FY17
Constant Contact	\$168.00

Analysis/Comments	
FY17	Open rate is as follows: October 25%, January 31%, April 31% and July 30%. According to the latest online statistics, the nonprofit sector has a 21.75% open rate. Recipients increased by 244 or 23%. Constant Contact is utilized more than for newsletters, it is also utilized for board meeting announcements and other notifications.

Strategy 5. Printed Materials

The Board and/or its director shall have readily available, a brochure and/or other printed materials to promote the Early Childhood initiative.

Printed Materials	
	FY17
# of 4 R Kids brochures	0
# of 4 R Kids Info-graphics	0

Total Expenditures	
	FY17
Promotion/printed materials	\$0

Analysis/Comments	
FY17	There were no printed materials utilized for marketing in FY17.

Strategy 6. Social Media

The Board will utilize social media outlets to share information about Early Childhood Iowa. This can include, but is not limited to Facebook.

Social Media Data	
	FY17
# of Facebook likes	167

Total Expenditures	
	FY17
Facebook expenses	\$0

Analysis/Comments	
FY17	The goal was to achieve 150 likes by the end of the year. Facebook likes increased by 29 or 17% by the end of the fiscal year.

Strategy 7. Legislative Advocacy

The 4 R Kids Early Childhood Area Board values relationships with policy makers. Through this strategy, the Board will work to engage key personnel in advocacy for young children. Advocacy may include attending legislative coffees/events, attending ECI Day on the Hill, and meetings with legislators or staffers.

Legislative Advocacy Data	
	FY17
# of legislators in the four county area	9
# of legislators contacted	9

Legislative Advocacy Data	
	FY17
# of legislative events attended	6

Legislative Advocacy Expenditures	
	FY17
Advocacy expenditures	\$35.35

Analysis/Comments	
FY17	Represented at Mini Day on the Hill - a collaboration with 10 other ECI areas (\$35.35) Represented at Early Childhood Day on the Hill. Board members or ECI Director were represented at 2 legislative coffees. Child and Family Policy center attended local contractor meeting. Passage of legislative language for funding flexibility with school ready funds.

Strategy 8. Community Outreach

The 4 R Kids Early Childhood Area Board and its Director will engage the public through presentations and/or public speaking, early literacy initiatives/activities and partnership activities.

Community Outreach Data	
	FY17
# of outreach activities conducted	4
# of participants	177

Community Outreach Expenditures	
	FY17
Outreach activities expenditures	\$461.37 (all for reception costs)

Analysis/Comments	
FY17	7/19/16 Participated in Back to School Health Fair in Winterset (75 est). 11/16/16 Heart of Iowa presentation (10 attended) 12/1/16 6th Annual Appreciation Reception in Indianola (80 est). 4/18/17 Perry Kiwans presentation (12 attended) 7 of 13 board members were present at the 6th annual reception. 10 of 10 contractors were present at the reception.

Strategy 9. Early Childhood Committees

The 4 R Kids Early Childhood Area Board will utilize Early Childhood Committees in each county as the standing advisory committee to the Board.

Early Childhood Committee Data	
	FY17
# of Adair County meetings	5
# of Dallas County meetings	8
# of Madison County meetings	6
# of Warren County meetings	5
Total	24

Early Childhood Committee Expenditures	
	FY17
Early Childhood meeting costs	\$0

Analysis/Comments	
FY17	Dallas County made changes to their meetings, by having one agenda with three different focuses, this was a policy and practice change that produced time efficiency. Madison County collapsed three meetings into one to name it the KIDS Coalition, this was a policy and practice change that produced time efficiency. All county meetings were held in a location that donated the space.