



ECLC Communications Subcommittee

Subcommittee Charge:

Work with parents, providers and stakeholders to advance appropriate, accessible, and timely communication efforts with parents and caregivers throughout Colorado.

§ 26-6.2-104 Legislative Duties associated with Subcommittee:

- (c) To assist public and private agencies in coordinating efforts on behalf of pregnant women and children, including securing funding and additional investments for services and programs for children and their families;
- (e) To monitor the ongoing development, promotion, and implementation of:
 - (II) High-quality, comprehensive early learning standards; and
 - (III) The sharing and use of common data for planning and accountability among early childhood programs;
- (f) To develop strategies and monitor efforts concerning:
 - (II) Increasing participation in and access to child care and early education programs; and
 - (III) Promoting family and community engagement in children's education and development.

ECLC Strategic Plan Alignment:

THEORY OF CHANGE: Through data gathering, policy development and community engagement, ECLC improves service delivery and interagency support for Colorado children birth to age 8.

Goal 1: Expand Early Childhood Awareness

Goal 2: Elevate Early Childhood Professional Workforce

Key Principles of Communications Work:

- Use research and recommendations from ECCC
- Authentic family/caregiver engagement
- Two Generation Lens
- Subcommittee will operate in an inclusive and accessible manner

Communications Subcommittee Next Steps:

- ECLC Approves Subcommittee and Membership
- Determine 3 actionable strategies
- Develop a work plan by December 2017
- Secure adequate resources needed for projects

Membership:

- ECLC Members
- Parents/Caregivers
- Local/Regional Early Childhood Programs with Communication efforts
- Early Childhood Councils with Communications Experience or Expertise
- Communication Subject Matter Experts
- Foundations/Philanthropic partners interested in Communication efforts
- OEC, CDHS Communications
- CDPHE Communications
- CDE Communications
- Early Childhood Council member
- Statewide communication initiatives

Duration:

- Subcommittee membership designated on August 24, 2017 for two years, until August 2019.