Meeting Objectives:
- Approve April 9, 2020 Meeting Minutes
- Discuss updates to the Framework website to include Appendix
- Discuss Our Voice Newsletter
- Hear updates from the Office of Early Childhood
- Share COVID-19 resources
- Hear Updates from the Early Childhood Community

Attendees: Julia Anderson, Amanda Culbertson, Katie Facchinello, Heather Hanna, Andrew Keating, Gerri Gomez Howard, Lynlee Espeseth, Ryan Beiser, Tara Stingley, Joyce Johnson, Tom Massey, Shelby Jones, Kristina Heyl

Welcome and Approve Minutes from April 9, 2020
Gerri Gomez Howard called the meeting to order at 9:03am and welcomed everyone. Gerri asked for a motion to approve the minutes. Ryan Beiser motioned the minutes for approval, Joyce Johnson seconded, and the minutes were approved unanimously.

Discussion on Framework Website & Guidelines Appendix
Kristina Heyl reminded the group that the Guidelines document is posted on the Framework website and that the group worked to put the Appendix together and it is currently not publicly available. Ground Floor Media put a proposal together for adding the Appendix to the Framework website. The proposal included developing six new pages for the Appendix. The Communication Subcommittee suggested that Ground Floor Media include a “click-bate” type of approach to guide users from one page to another, this could be with an image or button and to make sure it is in multiple places for easy user experience. The Subcommittee discussed a marketing and communication plan to drive individuals to the website. They also explored how to adapt, update and highlight new content on the website. One of the suggestions was to highlight the tips from the Guidelines document on the Our Voice Newsletter. The group discussed creating and pushing out communications that are relevant to the current time including materials to support providers on how to talk about race, inequality and racial justice. A small group of volunteers will meet to take on this task.

Updates from the Office of Early Childhood
Lynlee Espeseth shared two updates from the Office of Early Childhood; the RFP for the creation of the Website Hub has been posted and will close on 6/14; and the Office has created a toolkit to promote the refreshed Early Learning and Development Guidelines (ELDGs) across social, newsletter, print, etc.

Our Voice Newsletter Feedback and Improvements
Amanda Culbertson reminded the group that the ECLC is the new administrator of the Our Voice Newsletter and created and shared the last three newsletters. She asked for the Subcommittee’s feedback on the Newsletter and for the group to consider what is missing and how the newsletter can be improved. The feedback the group gave included:
• Update submission form to include a way to upload relevant links
• Review the analytics of the Newsletter
• Consider different medias to share the Newsletter
• Add the deadline for the Newsletter submissions to the form
• Use more pictures and videos to draw people into the content

COVID-19 Discussion- Share Resources and Connect
The Subcommittee discussed and shared resources from their organizations or networks around the COVID-19 response to support early childhood.

• The group suggested that the ECLC work with the press to promote stories in early childhood and encourage stories from families on their experiences with childcare during this time.
• The group will continue to elevate the early childhood sector and its importance to the community after the COVID-19 crisis has ended.
• The group discussed the importance of continuing to promote health and safety around COVID-19 and continuing to share resources to support providers during this time.

Public Comment and Member Updates
Tom thanked and recognized Gerri for her leadership, dedication, passion and work with the ECLC and particularly on the Communication Subcommittee.

Heather Hanna announced that to address the declining number of licensed slots within family child care homes and to improve quality within home-based learning environments, the Buell Foundation granted funds to the Early Childhood Council Leadership Alliance (ECCLA) to provide facility improvement funding to family child care homes. In the first round of funding, ECCLA is providing 18 family child care homes across Colorado with awards totaling $69,000 for facilities improvements focused on expanding licensed capacity, health, safety, and quality improvement.

Next Steps & Final Thoughts
Gerri Gomez Howard thanked everyone for joining the meeting and for the engaging discussion. The meeting was called for adjournment at 10:19 am.

Note: Any presentation requested by the ECLC does not constitute or imply an endorsement of the product, process, service, or organization by the ECLC.