

Public Education and Outreach Advisory Committee Meeting Highlights

May 17, 2019

10:30 a.m.

Camille Maben called the meeting to order at 10:30 a.m.

Commissioners present: Jackie Majors, Shana Hazan

Ex Officio Designee present: Kris Perry

Staff present: Camille Maben, Frank Furtek, Kathy Ellis, Jami Collins-Lopez, and Gretchen Williams

Absent – George Halvorson

Public attendees – Moira Kenney joined the meeting at First 5 Alameda.

Meeting Agenda

1. Review of the Public Education and Outreach Advisory Committee responsibilities
2. Committee expectations
3. Structure and timing of meetings
4. Structure and types of items

Discussion Notes

Historically, the Advisory Committee has met via phone four times per year and in person 1 or 2 times per year. Meetings generally included content on media contract campaigns (including *Talk. Read. Sing.*), the *Kit for New Parents*, TV, radio, social media, and other proposed work. As an advisory body, Committee members offered feedback, made recommendations, and advocated for information/action for Commission consideration. The public relations contract and legislation are not under the purview of the Public Education and Outreach Committee.

Committee members expressed desire to meet remotely, using Zoom or other technology to facilitate sharing of information and interactive nature. Commissioners will continue to meet remotely with the understanding that meetings will be open and accessible to the public (per Bagley Keene requirements).

Members shared their expectations as Committee members, and mentioned the following:

- Shana Hazan: seeking to better understand extent of work and understand how success is measured; identify where efforts are working and where there are

opportunities to grow; discuss work within the context of Strategic Plan; metrics used to evaluate; and how to advocate and support the work.

- Jackie Majors: seeking to understand public outreach goals, what has been done, and how it fits with IMPACT; looking for diverse approaches; strategizing to meet people where they are, especially hard to find populations.
- Kris Perry: seeking to be a partner, recognizing the Commission's unique opportunity as a trusted messenger; align and offer consistent messaging for various audiences; share perspectives on early childhood education investments in California.

Committee Agreements

Members agreed to meet again on June 18, 2019 from 8:30 a.m. to 10 a.m.

At this meeting, the committee will be briefed on the following:

- Public education and outreach goals and projects for First 5 California
- Media contract(s), including deliverables and timelines
- First 5 California parent website updates

First 5 California staff will develop and propose a 1-year plan for the Committee which includes a meeting schedule, formats, and meeting content.

Camille Maben will continue to facilitate meetings. Meeting notes will be captured and shared. Meeting materials will be shared electronically.

Agendas and topics for future meetings will be developed collaboratively. Committee members can reach out at any time to propose content.

The meeting was adjourned at 11:20 a.m.