

Public Education and Outreach Advisory Committee Meeting Highlights

October 22, 2019
10:00 a.m. – 12:00 p.m.

Agenda Item 1 – Opening Remarks

Camille Maben called the meeting to order at 9:35 a.m.

Committee members present: George Halvorson, Shana Hazan, Jackie Majors, and Kris Perry

Staff Present: Camille Maben, Frank Furtek, Erin Gabel, Jaime Hastings, Jamiann Collins-Lopez, Kathy Ellis, and Oscar Ramirez

Agenda Item 2 – Public Comment

None.

Agenda Item 3 – First 5 California and First 5 Network Branding

Erin Gabel presented background on the purpose, interest, and plan to explore changing, revising, or keeping the First 5 California brand and logo. To begin analysis of a brand and logo, three focus groups were conducted. Focus groups included: 1) county staff; 2) Public Education and Outreach Advisory Committee members; and 3) low-income parents with children ages 0 to 5 and policy makers.

To provide some background and context, Erin gave an example of a brand change for AT&T, showing past logos and how the brand has evolved over time.

Feedback from focus groups included:

- Parents were not fond of using all caps in the logo but liked the primary colors.
- Policy makers and advocates trusted and understood the logo.

Committee members asked questions or commented on the following:

- The need to see a more in-depth focus group with Commissioners and representatives of First 5 counties.
- Adding sample logos that are drastically different from each other.
- The need to include guiding questions around the look and feel of the logos.

Erin presented ten taglines that were created and tested based on feedback from

the September Public Education and Outreach Advisory Committee meeting. The ten taglines tested were:

1. California Children and Families Commission
2. Thriving Children Change Everything
3. Little California Kids. Big California Dreams.
4. Raising California's Children together
5. Giving our Children the Best Start
6. Our Children. Our Future.
7. Our Babies. Our Future.
8. Growing California's Future
9. All in for Little Kids
10. Your Partner in the Early Years

The top three taglines were:

1. Raising California Children Together
2. Our Children. Our future.
3. Giving our Children the Best Start

When asked how a tagline would be incorporated with the logo, Erin responded that there would be options. She stated a tagline could be shown with the logo or as a stand-alone item.

Erin also explained the desire is to have a more modern and approachable feel, with a goal of getting a positive response from parents and policy makers.

Members shared having one consistent brand is important and that the Commission needs to be authentic with ties to its Strategic Plan, logo, and goals.

Commissioners asked what the key elements are that the Commission wishes to communicate and suggested to not use "California" or "First" in the tagline since it is in the logo already. They stated staff should make sure the tagline tells people something specific.

It was suggested to conduct an audit of all early childhood education taglines so everyone can see the value of adding a tagline.

Erin explained the next steps by stating staff will continue the journey of a refreshed or new brand. She stated there will be a First 5 Association feedback session on October 23, and a gallery walk on October 24 during lunch at the Commission meeting.

Agenda Item 3 – Adjournment

Camille Maben adjourned the meeting at 11:05 a.m.