

## Great Start Collaborative Executive Committee

Thursday, October 25, 2007

9-10:15am

Lincoln, Room 24

### Present:

- Jean Lee, *Health Department, Early On*
- Jennifer Wren, *Health Care, Foote Hospital*
- Annette Anulewicz, *Parent*
- Ann Thompson, *Parent*
- Chlorita Connor, *Faith Based, Lily Missions Center*
- Regina P. Funkhouser, *Guest*
- Tanda Reynolds, *Department of Human Services*
- Lisa Warren, *Parent*
- Janet Seitz, *Early Care Professional Development, MSU Extension*
- Bill Rayl, *Business, Jackson Area Manufacturers Association*
- Gloria Smith, *Jackson County Intermediate School District*
- Valerie Ott, *Parent*
- Kathy Clark, *Field Rep., Representative Martin Griffin*
- Rev. Douglas Krengel, *Faith Based, Trinity Lutheran Church*
- Mike Kanser, *Business, Consumers Energy*
- Gino Balcita, *Parent*
- Lori Bush, *Early Care Professional Development, Child Care Network*
- Diana Rickman, *Guest, Child Care Network*
- Ginelle Skinner, *Guest, ABC Academy*
- Alice Walker, *Parent*
- Bethany Timmons, *Charitable Organization, United Way of Jackson County*
- Ken Toll, *Guest, United Way of Jackson County*

### Agenda Items:

#### 1. Introductions

Sheri Butters welcomed everyone and members/guests present introduced themselves. Sheri shared that Chairperson, Mary Cunningham-Deluca, was not in attendance due to a conflicting Head Start Association Conference in Minnesota. In her absence, Sheri facilitated the meeting.

#### 2. United Way Strategic Plan Presentation—Ken Toll

We were joined by Ken Toll from United Way of Jackson County, who gave a brief summary of United Way's Community Impact Model. Some key points of the new strategy that he shared:

- Emphasis on collaboration—pooling of resources
- Accountability—raises the bar for non profits who receive funding from United Way
- This new model will not just look at how to fix a problem, it looks to find the cause and will ultimately create lasting change in the community

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- Panels have re-formed to create Vision Councils that focus on specific issues (ex: Children's Vision Council) he pointed out that because these councils are convened of different agencies, businesses, etc... there are challenges; sometimes they don't always align
- New model has challenges—change is not always well received

Ken did point out Tucson, AZ as being a successful model of some of these new strategies. They have already implemented many of these strategies and are immensely successful.

Ken feels that other funders will follow the lead of United Way. He also shared that, by July 2009, United Way hopes to be able to make a financial commitment to the work of the Great Start System in Jackson County. He did stress that accountability would be a key factor. There must be tangible, measurable outcomes to show for their investment.

### **3. ECIC Corporate Board Report—Bill Rayl**

Bill Rayl shared that the ECIC Corporate Board had its first meeting on 10-11-07 at the Cranbrook Institute of Science. Although the board has the potential to be very large, there were less than 20 present. Board Members are made up of people from all walks of life, ISD's, bankers, manufacturing, etc... This board will mainly act as oversight for the ECIC, meeting one or two times per year. Bill will continue to keep us up to date on the board's activity.

### **4. Mini Conference Report—Jean Lee, Ann Thompson, Gloria Smith, Valerie Ott, Lisa Warren, Sheri Butters**

On Monday, October 22<sup>nd</sup> the ECIC hosted a mini-conference in Battle Creek at the Kendall Center for Great Start Collaborative Members. The following members attended from Jackson: Jean Lee, Ann Thompson, Gloria Smith, Valerie Ott, Lisa Warren, and Sheri Butters. Those in attendance were asked to share one thing they brought away from the conference:

- Jean Lee—attended the session focused on raising local funds, found the examples and strategies shared very helpful
- Ann Thompson—found the session on how to engage community partners helpful, different ways to get others on board
- Gloria Smith and Valerie Ott agreed with Ann's statement
- Lisa Warren—the strategies to increase involvement
- Sheri Butters—the fact that we should, as a collaborative, be looking at ways to raise money on the local level (from within the community).

All attendees felt that there was not enough time (conference was 3 hours long) to really delve into the subjects that were covered.

### **5. Parent Coalition Report—Lisa Warren**

Lisa Warren, new Parent Liaison, gave a report of the coalition's activities. The Coalition met on October 18<sup>th</sup>, these items were covered during that meeting:

- Sheri facilitated a session to finalize the 07-08 Work Plan
- Nomination Ballots to elect a Chairperson and Co Chair are being sent out

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- Lisa reported that a survey is also being mailed out to determine why attendance has been dwindling
- The next meeting for the coalition is November 9<sup>th</sup>, elections will take place, along with a planning session for December's Parent Appreciation Breakfast

### **6. Presentation of Early Childhood Action Agenda—Kelley Kuhn**

Kelley Kuhn presented the final draft of the Early Childhood Action Agenda (it was noted that a few grammatical errors needed correction). Kelley informed the members that the Agenda is just 1 component of the total document that will be presented to ECIC by the end of the month. She also stressed that all of the Exec. Committees' work up to now has led to the development of this document, and that the work and real action begins now. Some of the comments from members:

- Gloria—we need to narrow the focus on some of the measurements, are some of these areas measurable?
- Bethany—some areas still seem overly ambitious, should not include in the plan unless we can obtain it in two years

Sheri invited all members to email or call with concerns about the Agenda.

### **7. Letter to the Community—Sheri Butters**

Sheri Butters presented the letter of commitment to the members with the preface that by signing the letter the members are formally affirming their support of the Early Childhood Action Agenda and the vision of the Great Start Collaborative to ensure every child in Jackson County is safe, healthy, eager and ready to succeed in school and in life. Every member present added their signature to the document. She also shared that a copy of this letter will be included in the final document sent to ECIC.

### **8. Establishment of Early Childhood Committees—Designate Committee Chairperson, Committee Members**

A list of committees was circulated; members added their names to the committees of their choice as follows:

Community Awareness:

- Kathy Clark
- Bill Rayl
- Annette Anulewicz
- Jenny Wren
- Jean Lee

Community Values:

- Alice Walker
- Diana Rickman
- Mike Kanser
- Lisa Warren
- Chlorita Conner

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Ready to Learn Committee:

- Ginelle Skinner
- Kathy Hoszkiw
- Lori Bush
- Valerie Ott
- Gloria Smith
- Jan Seitz

Infrastructure Committee:

- Kathleen Burchi
- Gino Balcita
- Bethany Timmons
- Ann Thompson

Please note that these are not the final committee assignments. Attention will be given to representation from different sectors on each committee. Co-Chairs for each committee will be finalized after the members who were not present at the meeting are assigned.

Committee rosters and Co-Chairs for the committees will be finalized at the next meeting in December. Discussion will also take place regarding meeting dates and structure.

### 9. Open Discussion

Doug Krengel expressed interest in data regarding assessment of the community. Several members referenced the data assessment (ECIC Data Indicators) done by Kate Martin last year. Sheri will send out to all members and also make available to download from the great start website.

Regina Funkhouser, with Funkhouser Consulting, provided an update on our marketing campaign which included the following:

- Working with JTV to add a 3minute segment to the Legacy Program video that will be focused on early childhood. This will follow the format of the existing interviews facilitated by Kelley Kuhn with middle and high school students, but question will be directed at children of pre-k, early elementary and later elementary ages and their parents. She expressed a need to find children and families that fit this profile.
- JTV will also be producing a commercial for Great Start with a focus on early learning and leading up to college entry, further supporting the message of Jackson Legacy Program. The commercial will start with a baby in a cap and gown and slowly progress to a high school graduate. Regina again voiced the need for children to use in the commercial.

Gino Balcita voiced concern about not showing a realistic picture of what the future would be for those that don't make it to college. There was discussion between many of the members; Bill Rayl felt that addressing that issue would be a separate commercial. Regina pointed out that this would be a 30 second commercial. The time would not allow for much more content.

- Billboards are in the designing phase right now, again these will support the partnership with Legacy Program mirroring our commercial concept
- Radio campaign expanded to include K105.3 (existing campaign with Home.Fm continued)

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- Born Learning Trail will be installed at Cascades Park after some of the sign quality issues are addressed (Bethany offered a description of the content of the signs for anyone not familiar with the Born Learning campaign)

Tanda Reynolds asked if there was a Marketing budget in place. Sheri will provide that to the members by email when it is available.

*\*It was noted that Cheri Green with Child Care Network has resigned and will no longer be a member of the Executive Committee for Child Care Network. Child Care Network will now be represented by Diana Rickman and Kathleen Burchi.*

**Meeting Adjourned**

**Next Meeting Date: December 13, 2007**