

## **Great Start Collaborative Executive Committee**

**Thursday, December 13, 2007**

**9-10:15am**

**Lincoln, Room 24**

### **Present:**

- Gino Balcita, Parent
- Mary Cunningham-DeLuca, Community Action Agency
- Regina Funkhouser, guest
- Bill Rayl, Jackson Area Manufacturers Association
- Annette Anulewicz, Parent
- Diana Rickman, Child Care Network
- Kathleen Burchi, Child Care Network
- Mike Kanser, Consumers Energy
- Alice Walker, Parent
- Sheri Butters, Coordinator
- Chlorita Conner, Lily Missions Center
- Kathy Hoszkiw, ABC Academy
- Colleen VanCampen, Florence Crittenden
- Lisa Warren, Parent
- Ginelle Skinner, ABC Academy
- Karen Roback, ECIC Technical Assistance
- Kathy Clark, for Representative Martin Griffin
- Bethany Timmons, United Way of Jackson County
- Mary Belknap, Jackson Community College
- Nancy Tuckey, Jackson Public Schools
- Tanda Reynolds, Department of Human Services
- Mike Shore, Community Member

### **Agenda Items:**

#### **1. Introductions**

Mary Cunningham-DeLuca welcomed everyone. Members present introduced themselves.

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

Lisa shared that the Parent Coalition had its meeting on November 9<sup>th</sup> with 9 parents in attendance. Elections for Chair and Co Chair took place. Members elected made decision to share responsibility of chairperson. Co Chairs for the Parent Coalition are Annette Anulewicz and Jessica Embury.

Lisa sent out surveys to each member to evaluate the challenges pertaining to attending meetings, survey results were evaluated at the meeting. Main barriers were meeting times, conflicting work schedules, etc... Members who responded also requested more outreach into the community to increase membership and more educational opportunities for members.

The Parent Coalition Work Plan was finalized and approved by the members present. Task forces to address each area of work will begin forming in January.

**Great Start Collaborative Executive Committee**  
**Thursday, December 13, 2007**  
**9-10:15am**  
**Lincoln, Room 24**

Lisa also shared that the coalition is hosting a Parent Appreciation Breakfast on December 14<sup>th</sup> for all parents of children living in Jackson County.

Trainings: Lisa attended the PAM conference and provided feedback on the sessions she attended. Of special interest was the conference she attended on the media's targeting of our children. She will be providing information to Sheri and info will be posted on website and provided to members who expressed interest.

### **3. Business Report—Bill Rayl**

Bill shared that he is seeing a lot of interest in Early Childhood from business and possible funders. He is continuing to share the work of Great Start through his other work.

### **4. Budget Report—Mary Cunningham-DeLuca**

Mary provided an overview of the marketing budget from our 2007 campaign. She also shared that the collaborative in 2007 was in a unique position to pool resources from several sources that had not been expended in previous years to begin a very comprehensive community awareness campaign for early childhood. The following were given as examples:

- Kids In Common: Great Start was able to bring KIC back into production
- Born Learning campaign: materials have been localized and made available to area agencies and providers
- Billboards
- Radio

Discussion took place regarding the distribution of KIC. Members voiced concern about not seeing them available in locations that had previously been distribution sights. Regina Funkhouser shared that the publisher does the delivering himself and would need support to widen distribution. Members requested a list of the current distribution sites, Regina will obtain the list and provide to Sheri, who will share with members. Several suggestions to increase distribution were voiced, including:

- Using ISD mailing system
- More strategic placement to reach the most families
- Use of Parent Coalition members to help

Mike Kanser asked if there had been any data collected regarding the results of the campaign. Regina will provide a report with the website traffic pre and post campaign to the committee at the next meeting.

### **5. Community Partnerships Update—Mary Cunningham-DeLuca**

Mary Cunningham-DeLuca gave an update to the Great Start/Legacy partnership. Great Start has launched a joint campaign with the Legacy Program to promote the message that early childhood has a direct relationship to college readiness. Part of this continued partnership will be to bring Jamie Vollmer back in February or March to hold more focused discussions with the different sectors; business, educators, care providers, community members, etc... Mary Belknap asked who was involved in the planning discussions, Mary Cunningham-DeLuca shared that discussions are with college presidents at this point.

## **Great Start Collaborative Executive Committee**

**Thursday, December 13, 2007**

**9-10:15am**

**Lincoln, Room 24**

MCD reported that Great Start was asked to be part of Jackson Public Schools coordinated school health efforts by participating in an Early Childhood subcommittee. She also reported that initial meetings have gone very well and that Dr. Halsey and the rest of the committee are very interested in working with Great Start. Some of the needs noted at the meeting with the subcommittee were;

- Determining how many children have had pre-k before entering Kindergarten
- Need for a common assessment
- How do we track the children?

Kathy Hoszkiw gave an update on Jackson Early Childhood Educators. They are hosting the Jackson Area Early Childhood Conference on March 8, 2008, at Baker College. Event flyer will be posted on the Great Start Website: [www.greatstartjackson.org](http://www.greatstartjackson.org). Another event happening in March is the "Musical Family Fun Night" concert for Jackson County families featuring Julie Austin. The concert will take place from 6:30-8:00pm at the Western School District Auditorium. Flyer will be made available on the Great Start website.

Mary Belknap shared that a partnership between JCC, U of M and McCullough Elementary will be exploring a history curriculum that focuses on the old prison and its impact on the community throughout history. This program is a pilot with 4<sup>th</sup> grade students.

### **6. Bylaws—Sheri Butters**

Sheri provided updated bylaws to each member present and made note of the additions of the guiding principles and required member changes. Mary Cunningham-DeLuca requested approval of the revised bylaws, Mary Belknap moved to approve, Bill Rayl seconded. Motion carried.

\*Members were instructed to replace the bylaws in their notebooks with the revised document.

### **7. Action Plan Evaluation/Revisit Vision and Mission—Sheri Butters**

Members were provided with a copy of an evaluation of the Action Agenda conducted by Bill Millett of Scope View Strategic Advantage. Main points to be addressed:

- Revision of wording for goal 1 and goal 4 to reflect a stronger statement that is more likely to resonate with business leaders.

Suggested:

- Goal 1, Community awareness about the critical importance of quality child development, birth to five, is at a high level
- Goal 4: the infrastructure necessary to support and integrate the Great Start Collaborative system is fully in place

Members present were in agreement with the revision of these goal areas. Sheri will make the update to all documents as needed.

- Addition to the Vision and Mission Statement to include something to include the economic impact of early childhood on the community. In order to have the business community really buy in, we need to make it matter to them. Sheri will be drafting a new vision and mission with the addition of an economic impact factor and submit to all members for approval.

Member comments: Mary saw it as a good way to draw more attention from the business community; Mike Shore felt that the proposed revision would help to link business and early childhood together. Mary Belknap voiced the opinion that showing that the young children today grow to be the employed citizens tomorrow would be a good move.

**Great Start Collaborative Executive Committee**  
**Thursday, December 13, 2007**  
**9-10:15am**  
**Lincoln, Room 24**

**8. Board Development Retreat Planning—Mary Cunningham-DeLuca**

Great Start Executive Committee members will be participating in a retreat facilitated by Bill Millett of Scope View Strategic Advantage to address board development and roles and responsibilities on the committee level.

\*\*Date to be determined—watch for updates from Sheri by email and phone.

**9. Finalize Committee Members—Sheri Butters**

Members were provided with the updated list of committees and members. An error was noted that Ginelle Skinner was listed twice. Sheri will correct and make available at the next meeting. Co chairs will be finalized at the next meeting also. Members were asked to let Sheri know if changes were needed.

Members were asked to provide feedback on a draft of a committee worksheet that addresses each goal area individually. It was noted by Mike Kanser that the format was good but there needs to be an “action Steps” column. Sheri will update with changes and email to each committee member.

**10. Finance Project—Sheri Butters**

ECIC has spent the last year working with the Finance Project to assess funding for early childhood in the State of Michigan. Members were provided with the final reports to review showing the programs, sources of revenue, what service is offered, who is served, etc... Sheri shared that the Great Start Collaborative will be conducting a local mapping of funds starting in the New Year. The Collaborative will work closely with members of the HSCA to form an advisory committee to assist in the evaluation.

Karen Roback, ECIC TA Coordinator noted that each collaborative was provided with a CD that has all of the instructions and format for conducting this mapping.

Mary Cunningham-DeLuca stated that this will help us to look at how to maximize funding and make it work better. Tanda Reynolds committed that the charts did a nice job of outlining the DHS funding streams to the state. She wanted more time to study the document but that the difficult issue will be breaking out the local dollars that serve birth to five population.

**11. Open Discussion**

Mary Belknap shared that JCC has a new service learning coordinator. Watch for an email with info.

Sheri attended the ISD’s Coordinated School Health meeting on Dec. 12<sup>th</sup>. They are forming a county-wide council that will provide consistency to the districts. Looking for professionals and parents to be involved.

**Follow Up Required:**

- **Finance Project—Full Report emailed to each member**
- **Kids in Common distribution list shared with members**
- **PAM Conference info posted to website**
- **Early Childhood event flyers posted on website**

**Great Start Collaborative Executive Committee**  
**Thursday, December 13, 2007**  
**9-10:15am**  
**Lincoln, Room 24**