



Early Learning Coalition of Lake County  
Innovative services for Lake County's Children

These minutes summarize the key issues of the Board meeting of the Early Learning Coalition Lake County, Inc. An audio recording of this meeting is available upon request.

### **CALL TO ORDER**

Mr. B. E. Thompson, Vice-Chair, called the Board Retreat to order at 10:00 a.m. The **following members were in attendance:** Mr. B. E. Thompson, Mr. Hays Ginn, Mr. Eddy Workinger, Ms. Jeanie Rowin, Ms. Marie Carlberg, Ms. Donna Gregory, Ms. Nancy Allison, Ms. Michele Rawls, Dr. Barbara Howard, Ms. Sherry Olszanski, Commissioner Linda Stewart, Ms. Dawn Mainville, Ms. Porcha Green, and Dr. Hugh Brockington. The **following members were absent:** Ms. Marsha Carpenter, Ms. Cheryl Ridley, Ms. Stephanie Ellis, Ms. Darnell Stewart and Mr. Will Pruitt. **The following staff was present:** Ms. Leshia Buchbinder, Ms. Laura Close and Ms. Patricia Pierce. **Guest:** Ms. Denise Lancaster, Child Care Choice Services.

Ms. Buchbinder briefed the members on the agenda for the retreat. Ms. Buchbinder commented that today would be phase I and if necessary phase 2 will held be at the October board meeting and if additional time is necessary that can be arranged depending on what the Board wants to accomplish.

Ms. Buchbinder said the first item for discussion in the packet was the Coalition's Mission Statement. Ms. Buchbinder asked members if they thought the current Mission Statement was still appropriate for what we do. Several board members commented they thought the statement still fits. Mr. Thompson commented that it reinforces parents as their child's first teacher and the community at large. The consensus was to keep the Mission Statement going forward. Ms. Buchbinder then reviewed the Vision Statement. After some discussion, it was the consensus of the Board members that this Vision Statement still fits and no change was necessary going forward.

Ms. Buchbinder continued with a review of the ELCLC tag line that is currently used on our ELCLC letterhead and other documents. The tag line is simple, "Innovative Services for Lake County's Children: Ms. Buchbinder asked members if they thought the Coalition should continue with the tag line or if it needed changed to reflect more of what we actually do for children and parents. Ms. Buchbinder reviewed a list of tag lines to give the members some idea of what other Coalitions are using. Mr. Thompson commented he thought our tag line covered everything; however, it doesn't mention anything about the educational programs. Ms. Buchbinder said maybe the line could say something like: Educating Lake County's Children through Innovative Services. Ms. Olszanski remarked that we do more than education; we have the Behavioral Specialist and Inclusion programs. Mr. Thompson said typically an association is made through the tag line and the name of the organization. Ms. Buchbinder commented that maybe the Board needs to rethink the tag line and we could have more dialogue on the subject at the October meeting. Ms. Buchbinder encouraged members to think about their ideas regarding what a tag line really means. Ms. Buchbinder commented that notebooks and pens were provided to everyone so they could take notes and jot down their ideas to bring to the October meeting.

Ms. Buchbinder proceeded to review the four major goals established at the 2008 Strategic Planning Retreat.

**Goal #1: Increase public awareness of SR and VPK Programs:**

Objectives 2008-2009	Accomplishments	Recommendations for 2009-2010
Increase public awareness for SR & VPK programs.	*14 VPK advertisements were placed in 2 local magazines. *13 radio ads, 1 live 30 min. talk show, *several paid billboard ads (2 remain pro-bono) and an electronic display TV screen at CCCS for 8 months.	*Try to get free spots at LSCC, & Lakefront TV. *Place ads in the Lake Magazine, & multiple family oriented publications: The Family Magazine, Kids Build, The Shopper and Focus Magazine. *Work with Lake Co Health Dept/Pediatrics, regarding distribution of flyers or brochures to families
Objective 2009-2010		*Develop outreach campaign to address local Businesses *Create and implement survey to measure overall saturation of marketing/outreach initiative

**Discussion:**

Ms. Buchbinder reported that there is \$10,000 in outreach awareness plus \$6,000 designated for VPK. A recent article written by Ms. Close stressing parents as their child's first teacher will be published in the Healthy Living magazine in October and could benefit parents of children all ages. The Coalition has also contracted with the Education Guide that goes out to area realtors and will be seen by new home buyers coming to the area. Ms. Rowin commented that we should seek out and expand our advertising to more companies as there is a big competition now and we could probably get better rates. Ms. Rowin felt that the majority of the families we are targeting would probably not read the Lake Style Magazine, and after seeing the same ad 2 or 3 times, the reader probably would skip over the ads. Ms. Allison suggested free public service announcements may be available with Lake-Sumter College and that posters should be developed and posted in several libraries. Mr. Thompson added that yard signs like the ones VPK uses, could be created for SR Providers as well. Ms. Gregory recommended that the Coalition take advantage of the outreach potential through the pediatric avenue at Lake Health Department as thousands of children and parents are seen regularly. Ms. Gregory commented that flyers from the Coalition as well as AWI could be distributed. Ms. Dawn Mainville said she is acquainted with two ladies at Focus Magazine and will provide their contact information. Ms. Buchbinder commented that Ms. Olszanski attended a meeting with employees of Publix to inform them about school readiness and VPK programs and the importance of community support. Ms. Buchbinder commented that more outreach in the community through employers is a great way to get the information to those in need. Ms. Olszanski commented that many attendees commented they had not heard about the program. Ms. Buchbinder commented that it may be possible to have AWI imprint a message regarding our SR services directly on the unemployment checks going out to parents. It could also include a notation that would encourage parents to check out our website. The message on the checks would be free to the Coalition and would reach the parents who are in need of assistance.

**Goal #2: ELCLC Foundation to raise \$2 million by October 2009:**

Objectives 2008-2009	Accomplishments	Recommendations for 2009-2010
ELCLC Foundation	Raise \$2 million dollars by October 2009	N/A

**Discussion:** Ms. Buchbinder recommended that there needs to be more discussion regarding the foundation. Ms. Buchbinder commented that Mr. Hartman continues to work with the community to stress the need for community support, but due to the economy has been unable to meet the goal set forth by the Board. Mr. Hartman continues to volunteer on behalf of the foundation, but due to funding restraints has not been able to complete the application process. At this time approximately \$1,200 is needed to complete the process. Ms. Buchbinder commented that Mr. Hartman has donated approximately \$500 out of his pocket towards the application fee. Ms. Buchbinder requested that this goal be postponed as there is more discussion needed on this issue to determine how the Board wants to

proceed with the Foundation. The economy has a big impact as well as the current competition in the community with other foundations.

**Goal #3: Increase parent participation/involvement**

Objectives 2008-2009	Accomplishments	Recommendations for 2009-2010
To increase parent participation/involvement in SRNPK programs. Increase parent participation in UFC conference and Parent trainings	23 individual parents attended 5 trainings. There were an additional unidentified number of attendees that attended the CCCS Behavior Specialist/Inclusion trainings but they were not designated as a teacher and/or parent. The average number of children served in the first 6 months of 07-08 for SR was 2060 and VPK was 1775. During the first six months of 08-09 SR children served totaled 2340 and VPK totaled 2008. This is an increase of 300 children served. The 08 number is low, but we expect it will go up in 2009-2010 with new outreach efforts.	It is responsibility of the Board, CCCS and Coalition staff to get the word out to parents. Three special parents/provider trainings are scheduled for 09-10 throughout the County. Providers will develop a contest to see who brings in the most parents to win a prize for their center. Develop an outreach campaign for local HR Depts. to assist with getting word out to company employees about ELCLC trainings.
Objective 2009-2010 Develop a parenting campaign		Develop a blog on the website for parents to view. Develop power point presentation for providers to show parents. Work with local businesses to help reach parents on ELCLC programs/services.

**Discussion:**

Ms. Rawls suggested that trainings be put on the Coalition website by streaming so parents could view the training at their convenience. Ms. Buchbinder commented that due to security and privacy issues that might be difficult, though it would be worth looking into. Board members suggested that maybe the training could be password protected for parents and providers only. Ms. Close added that many times it is important to have live contact with parents and providers. Ms. Buchbinder added that because of this, not all trainings would be available via the website. Ms. Buchbinder reported that the Coalition has a blog on the website that could be developed for parents and password protected. It is also possible to track the number of visits to the blog. The blog may get more parents to view the website and if they have questions, the contact information could be provided.

**Goal #4: Board membershi**

Objectives 2008-2009	Accomplishments	Recommendations for 2009-2010
Increase Board membership and participation	In 08-09 100% of meetings had a quorum. Average attendance for 13 meetings was 77%: (84% Regular meetings, 83% for Annual Meeting, 85 for Teleconference) In 08-09 the Board had a new designee for the Early Steps Program. Currently there are 4 vacancies; 3 Private Sector and 1 At-Large.	Continue to recruit new private sector members.

**Discussion:**

Ms. Buchbinder commented that there are several people who have been referred as being interested in Board membership. Mr. Ginn has provided names of two potential business representatives and they have been contacted. A follow-up call will be done as well. Ms. Buchbinder encouraged members to continue talking with friends or business associates who may be a good candidate for board membership.

This concluded review of the Goals/Objectives.

Ms. Buchbinder referred to the listing in the retreat packet indicating the 2008-2009 adhoc/standing committees currently in place. Each committee identified the chair and members as well as the purpose of the subcommittee. Ms. Buchbinder encouraged members to review the list to see if there was a committee they may be interested in joining, or if anyone already on a committee wanted to change to something different, to please contact her. Ms. Buchbinder asked committee members to review the purpose of their committees to ensure that they are meeting the mission and vision statements for the Coalition. Ms. Buchbinder commented that committee members need to be active and have the purpose of the committee mean something to them. Ms. Buchbinder acknowledged that Mr. Workinger is not the Chair of the Curriculum Advisory Council, stating that Ms. Carlberg was the chair. Ms. Buchbinder also stated that Ms. Olszanski is currently the only Board member on the Policy and Procedures Committee and asked if others would be interested in volunteering to serve on that committee.

**Homework for the October 7th 2009 meeting**

Ms. Buchbinder commented that she will email the Board Self-Evaluation form to all members. This is the evaluation form that was completed the past two years and Ms. Buchbinder would like to see if members feel there has been any improvement. Ms. Buchbinder asked members to review the list of 2009-2010 Considerations page at the end of the retreat packet:

Ms. Buchbinder closed the retreat asking members to take some time to complete the final three pages of the packet and have their responses ready for the October 7th Board meeting:

- Long term goals (1 year or longer)
- Short term goals (3-6 months)
- Coalition Accomplishments and Challenges

There was no further discussion. Ms. Rowin moved to adjourn, seconded by Mr. Workinger. The meeting adjourned at 11:05 a.m.

Respectfully submitted by:  
Patricia Pierce Executive  
Assistant

Approved October 7, 2009