

Eaton County's GREAT START Collaborative: Communications Committee
Minutes: March 21, 2008

Present: Tiffany Wahl, Cindy Van Neste, Lisa Lee, Ronda Rucker, Debra Williamson

The Communications Committee of Eaton County's Great Start Collaborative met in regular session on March 21, 2008. Minutes from the February meeting were accepted as presented.

Committee Progress Review:

- Public Access TV: Dan Holmes has reported to Ronda that there is no charge for Charlotte's public access television. Bryan Myrkle is the contact person at the City and they will format material provided.
- WKAR and Broadstripe Committee Representation: Ronda reported that Beany Tomber from WKAR will participate as a Communications Committee member. She hasn't heard back from Broadstripe as yet.
- WLCM: John Gaedert has provided contact information for WLCM.
- Welcome Wagon: Debra shared information about the direct mailing services provided by Welcome Wagon to new home purchasers. She will follow-up to have ECC contact information included in the community listing.
- Chamber of Commerce: Cindy provided information about the Charlotte Chamber's "Business Beat" newsletter and the Chamber Calendar which is published through Gannett. Tiffany provided more information about the new Calendar. She is the contact person for the Calendar. Toddler Time, Kinship Care, and special events will be included in the Calendar. The Community Coordinators will provide information for publication to Tiffany. The Coordinators will also gather contact information and publication possibilities from other Eaton County Chambers of Commerce.
- School Newsletters: Lisa is collecting contact information from each school district for their newsletters.
- Communication Priorities: Ronda provided a list of priority events, concepts, and programs identified by ECC staff.
- ECC Logo: The Committee recommends to the Great Start Collaborative that a Logo Protocol be adopted as follows:
 - a. all logos of all program (grant) funding sources be printed in black and white, grey-scale (this does not apply to special event funding sources)
 - b. all logos of all funding sources be the same size and be listed in alphabetical order across the bottom of ECC letterhead and materials
 - c. the ECC logo continue to be presented as it has been used over the last several years by ECCRonda will prepare a sample of the proposed letterhead for the GSC.

Communications Plan:

Ronda presented a template for the Committee to use for the development of the Communications Plan. The template will be presented to the GSC for input. It includes events, programs, and concepts identified as most important to communicate to the Eaton County community and policymakers.

She also shared an ECIC Communications Toolkit. This binder contains key messages, information about target audiences, information about working with businesses and foundations, suggestions for educating policymakers, and sample media presentations, as well as other useful resources.

Ronda asked that any emails regarding the Communications Committee and Plan be sent to everyone on the Committee.

Copies of all news releases from ECC now need to be forwarded to the ISD for a historical record.

Other:

The Committee ended the meeting by discussing possible ways to interact with the business community. These included ideas for advocating for child and family friendly work environments and services.

Next meeting - 9:00 a.m., Early Childhood Connections Office, April 18, 2008.

Upcoming Committee meetings: May 16, and June 20, 2008.