

Communications Committee

February 1, 2012

3 p.m.

Conference Call 888-808-6959 Code: 4374551

Agenda

1. Approval of October 2011 Minutes
Approval of December 2011 Minutes
2. Communications Report
3. VPK Commercial
4. School Readiness Logo
5. Tampa Bay Magazine
6. Adjournment – Next Meeting

**Communications Committee Meeting
Via Conference Call**

December 7, 2011 at 3 p.m.

Meeting Minutes

In Attendance: Steve Overton, Lounelle Britt

Staff: Lindsay Carson, Nicole Gonzalez

Guest: Tim Moore

A quorum was not present.

1. October 2011 meeting minutes were reviewed.
2. **Communications Report**
Nicole Gonzalez presented the Communications Report. VPK and education were topics in many local media reports in October and November. Discussion on the unveiling and implantation of the new ELC logo took place.
3. **VPK Commercial**
Video production of the VPK PSA commercial was discussed. Tim Moore from Diamond View Studios was on the call. The PSA will capture children in the classroom learning with natural sound in the background and Steve Overton as the voice over. Calvary Child Care in Pinellas Park was chosen as the location upon site visit. Committee reviewed the script. Steve Overton gave suggestions on script and will review update version. Staff will coordinate with Calvary and begin collecting parent consent forms.
4. **Website Redesign**
Lindsay Carson announced the redesign of the website. The redesigned website will have stronger family and community focus rather than child care providers. The discussion moved on to the lack of branding for School Readiness. Committee discussed a SR logo and ELC staff will put together sample ideas.
5. **Adjournment – Next Meeting**



Communications Committee

October 5, 2011

3 p.m.

Via Conference Call: 888-808-6959 Conf Code 4374551

Minutes

In Attendance: Cindy Jameson, Steve Overton

Excused: Lounell Britt

Coalition Staff: Lindsay Carson, Nicole Gonzalez, Bonnie Rizzo

A quorum was not present. The meeting began at 3:10 p.m.

1. Approval of August 2011 Minutes

As no quorum was present, approval of the August 2011 Minutes was tabled.

2. Communications Report

3. Transition Budget/Timeline Updates

4. Logos

Revisions to the current logo were reviewed. The committee approved the "handwriting" style of the font as appropriate for the agency. The logo revisions were done in-house; these will be outsourced to a vendor to create additional samples, with the final as a vector file. Due to upcoming public outreach stemming from the CCC transition, this project is top priority. The samples will be reviewed by the committee and then forwarded to the board to approve.

5. VPK Outreach and Awareness Plan

- a. Commercial: Video production of a PSA was discussed. The format of the video should be compatible with all public media. Steve Overton suggested that a filmed PSA can be used for pre-marketing when seeking funding and/or



support: it can be saved and played on a droid phone, pc, labtop, etc. Diamond View, Inc., a video production company, has been selected by the ELC as a possible vendor. Points of discussion:

- Steve will assist with script writing. Emphasis of script should be impact (of the ELC's services for children) and clarity of message. Suggestion for message, "We are helping kids learn".
- No spokesperson. Voice Over only. Steve Overton willing to do voice over; he also has a contact that may volunteer their services to do it.
- Video Shots: close ups of children's faces; children asking questions in school setting; raised hands going up in the air; children engaged in learning activities (not television watching, snacktime, etc)
- Statistics: Lindsay will compile stats that can be used, i.e. number of children in Pinellas who participated in VPK
- Nicole and Lindsay will create an outline of the script including statistics, which will help cut down on costs and production time; outline will be sent to Steve for review and editing
- Lindsay will contact VPK schools for on-site shooting of PSA
- All VPK sites that will be filmed should be provided parent release forms for the filming; this should be done as soon as possible
- Nicole has application for Brighthouse Airtime Grant. PSA's should also air on county television.

Billboard: The VPK billboard in Clearwater is paid through one year. It was recommended that North and South county billboard locations be secured in advance to ensure they are in a high traffic area, as demand for the locations is high. It was noted that only the ELC and VPK logos are on the current billboard. Steve will contact Roy Wilcox, who is knowledgeable re: billboard advertising, for further suggestions.

Transit Shelter Posters: currently the ELC has two transit shelter locations that VPK posters are displayed in: one on Belcher Road and one on Alt. 19. The ELC pays for placement of those posters. Cindy suggested that posters should also be posted by busy area businesses that parents tend to frequent. Posters will need to be reprinted next year.

Budget: \$10,000.00 is allocated for VPK O & A.

Other discussion: The reasons for the decline in VPK enrollment were discussed. Board member Dr. Claude Dharamraj has shared that the birth rate in Pinellas county is down. A trend has also been identified of cases where a



VPK enrolled child has a parent who loses their job; often the child is pulled out of care and stays home with the parent. ELC's providers have been reporting enrollment down for every age bracket. However, Pinellas still shows strong VPK enrollment when compared to other counties statewide.

Committee Concerns: a quorum of 3 members is required of all ELC committees for voting. The Communications Committee currently has a roster of three members, making quorum an issue if one person can't attend. One member anticipates being unable to attend in the near future. It was noted that the committee should expand to address this issue.

Adjournment – The meeting adjourned at 4:00 p.m.

Next Meeting:

Wednesday, December 7, 2011 at 3:00 p.m. via conference call

Communications Report January 2012

PhoneVite

The Coalition has launched the PhoneVite phone tree system as an additional way of contacting child care providers.

PhoneVites Sent:

Event Registration Information 1/11/12

VPK Enrollment 1/12/12

SR School Age Only Provider Recertification 1/12/12

Electronic Fund Transfer Form Reminder 1/19/12

Website Traffic (11/28/11-1/2/12)

Visits: 3,709

Average Unique Visitors: 445

Page Views: 11,969

Average Page Views: 3.24

Average Time on Site: 00:03:57

Percentage of New Visits: 27.84%

Twitter (11/1/11 to 11/30/11)

Followers: 59

Tweets: 7

Retweets: 1



Facebook (11/1/11 to 11/30/11)

Total Likes to Page: 83

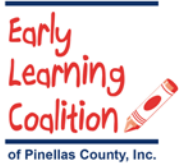
Total Posts: 7

Article Posts: 3

Comments on Posts: 2

Likes on Posts: 12





DRAFT VPK Public Service Announcement



90% of a child's brain develops by the time the child reaches four year old.

School doesn't start in kindergarten anymore, it starts in VPK!

Children who participate in VPK test better as they enter kindergarten.

Florida's Voluntary Prekindergarten Program is free for all 4 year olds.

With over 300 locations throughout Pinellas County, you decide where your child learns.

For more information and to register online please visit www.VPKPinellas.net.

Last Screen: ELC Logo & VPK Logo with www.VPKPinellas.net

Children in the classroom

- Circle Time – teacher reading
- Sitting at tables
- Center Time
- Building blocks
- Raising their hands