



Board Processes Committee Minutes

Wednesday, August 24, 2023 at 9:00

Attendance

Board members present were Rita Martins and Christy Lundy. Staff present was Debra Schrader, ECI Director. The meeting took place by Zoom. Christy will be the reporter for the September 14, 2023 board meeting.

FY23 Marketing and Public Awareness Evaluation *(information)*

The committee completed a review of the marketing and public awareness activities performed in FY23. During FY23 a total of \$2,785 was expended which was a decrease increase from FY22. It was noted there continues to be less activities performed since the pandemic. It was also noted that a marketing and public awareness plan is no longer a state requirement for an ECI board, however the 4 R Kids ECI board has continued to have a marketing and public awareness plan.

Summary of Marketing and Public Awareness	
1. Community Events	Estimated 1,000 people served
2. Website	Average 12 hits per day; U.S. utilizes the website the most, China second
3. Media Relations	There were no news articles published
4. Newsletters	4 newsletters published with 1,251 recipients
5. Printed materials	FY22 Executive summaries were printed
6. Social media	253 Facebook likes, up 26 from the previous year 51 LinkedIn connections (unchanged)
7. Legislative advocacy	1 Iowa Senate member attended a board meeting 1 Iowa Representative attended a board meeting Attended Day on the Hill at the state capital Annual Association of ECI Boards and Advocates conference attendance Attended Association legislative breakfast on the hill meeting with several legislators As a member of the Association the 4 R Kids Board there was representation at the capital daily during the legislative session
8. Community outreach	Provided 4 presentations about 4 R Kids impacting 46 people
9. Early Childhood Committees	34 early childhood committees represented serving all 4 counties

Annual Board Bylaws review *(information)*

There are no recommended changes to the bylaws.

Legislative Event *(information)*

Due to the HHS assessment that is being conducted on Early Childhood Iowa and the potential for changes, the committee will plan a legislative event for October and invite surrounding ECI areas. The meeting will be held in Dallas County as there are more legislators that serve Dallas County than the other three counties. If time permits, other events will be scheduled in the other three counties. The agenda will be concise and consist of opening with a success story along with board members sharing the value of the local board along with the articulating strong accountability/monitoring of programs and most importantly about the concerns of the direction of the HHS assessment. Deb will work on a location and see of interest from neighboring ECI areas.

Contacting Legislators *(information)*

The Association has provided talking points for local ECI areas to use when contacting legislators about the HHS assessment of ECI. Board members will be encouraged to write a minimum of one letter to their respective legislators. The Associations lobbyist's has relayed one of the best ways to communicate with legislators is through text message. Deb will draft sample letters and sample text messages for board members to utilize.

Board Membership *(information)*

Membership was discussed as well as recruitment efforts. Currently there are 9 board members representing the required 6 sectors; health, human service, education, faith, business, and consumer. There are 2 applications waiting approval at the September board meeting. There will still be one position open for Dallas County.

Adjourn

Meeting adjourned at 9:25. The next meeting will be in February 2024. Agenda topics will include, board policy and procedure manual, board evaluation, board professional development plan, and board calendar.