



November Leadership Webinar



November 10, 2015
3:00-4:30 PM
To access this meeting by voice, please dial 888-537-7715,
participant code 52045398#

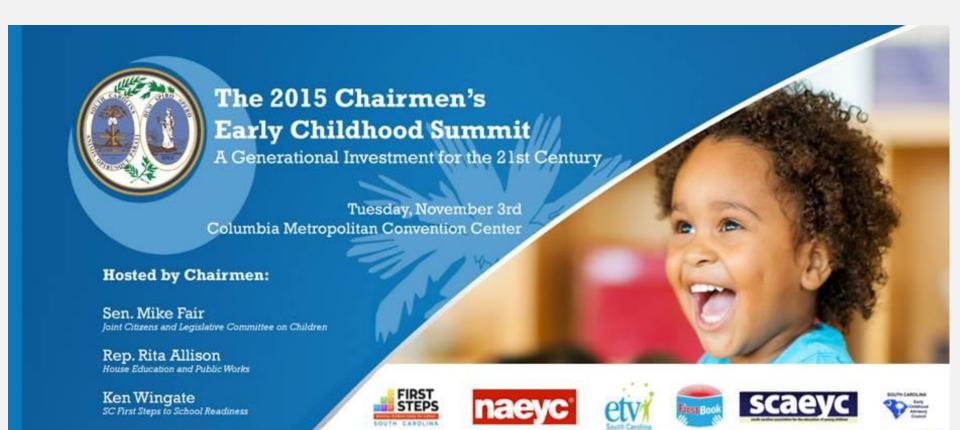


Today's Agenda

- 1. Welcome and Roll Call- Debbie
- 2. Summit Recap-Susan
- 3. I CAN Public Information Campaign Dave
- 4. Legislative Update Susan
- 5. SCANPO PRESENTATION
- 6. Announcements and Key Dates--Debbie

Chairmen's Early Childhood Summit Recap

The 2015 Chairmen's Early Childhood Summit

















I CAN CAMPAIGN



I CAN: PREP (NOVEMBER)

- CAPTURE I CAN MESSAGES: ETV/SUMMIT
- Design Phase 1 Ads featuring Ready Learner "I Can" statements
 - signs
 - billboards
 - radio
 - online
 - TV/YouTube

I CAN: Phase One (DECEMBER)

PRESS CONFERENCE ON THE READY LEARNER

December 3 ANNUAL MEETING

YARD SIGN BLITZ/SIMPLE WEBSITE

December 3 statewide

LEGISLATIVE OUTREACH

- Mailers (READY LEARNER) ARRIVE December 4 statewide
- Schedule I CAN PHOTO and message w local legislators

BILLBOARDS/MEDIA featuring CHILDREN

 Stock images to highlight the PROFILE OF THE READY LEARNER (Throughout December)

I CAN: Phase TWO (JAN-FEB)

BILLBOARDS/MEDIA featuring ADULTS

 Custom I CAN images to highlight what adults can do to support the READY LEARNER (Example below)

EDITORIALS STATEWIDE

- I CAN messages and ready child/ready community theme
- Reinforcement messages of what First Steps is doing in each community/statewide

EXAMPLE: KEN's I CAN Message



I CAN: Phase THREE (MARCH-APRIL)

COMMITMENTS

I DID... (vs I CAN)

WEEK OF THE YOUNG CHILD OPPORTUNITY

April 10-16

Legislative Update

SCANPO PRESENTATION

ANNOUNCEMENTS

 Final Joint Citizens Legislative Committee on Children Public Hearing

Tuesday, November 17th, 4:30-7:30 105 Gressette Building Statehouse Grounds

 FY 15 Partnership Annual Reports posted to First Steps Website

Key Partnership Dates

• December 3: SC First Steps Annual Meeting

January 19: First Steps Monthly Leadership Webinar

• February 16: First Steps Monthly Leadership Webinar

• March 9-11: SCANPO – South Carolina's Nonprofit Summit

• April 10-16: Week of the Young Child 2016