



Getting children ready for school.
SOUTH CAROLINA

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



The 2015 Chairmen's Early Childhood Summit

A Generational Investment for the 21st Century

Tuesday, November 3rd
Columbia Metropolitan Convention Center

Hosted by Chairmen:

Sen. Mike Fair

Joint Citizens and Legislative Committee on Children

Rep. Rita Allison

House Education and Public Works

Ken Wingate

SC First Steps to School Readiness



I CAN CAMPAIGN

[I CAN]

POWERED BY
 **FIRST
STEPS**

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