



Visioneering Wichita
Birth-K Strategic Alliance Meeting
January 22, 2007
Meeting Notes

Attendees: Eileen Leifheit, Martha Fair, Emile McGill, Shirley Theurer, Ginny Butts, Linda Mitchell, Teresa Rupp, Cayla Wasson, Maureen Hofrenning, Benith MacPherson, Lorraine Dold, Karina Boyd, Walter Thiessen, Kim Werth, Carla Heintz, Vickie Burgess McArthur, Jeff Usher, Paco Price, Carol Roberts, Suzanne Chapel-Miller, Calene Binns, Sue Barrientos, Pam Cornwell, Kelly Hayes, Janice Dixon, Brenda Benter, Emily Lies, Bev White, Roxanne Brotsky, June Rempel, Bonnie Duden, Nancy Rasmussen, Lyndon Drew

Leadership Team: Beverly White, Bill Hanna, Carla Heintz, Chelie Nelson, Connie McMullin, Jeannie Phillips, Jeff Usher, Kandi Miller, Karina Boyd, Kelly Hayes, Lorraine Dold Bockerny, Nancy Rasmussen, Sue Sommers Barrientos, Susan Wilson, Teresa Rupp, Vickie McArthur, Walter Thiessen

Purposes of today's Alliance Meeting:

- *Review of Progress in 2006*
- *Discussion of Early Childhood Grant and its impact on the Alliance in 2007*
- *Develop 2007 timeline for Alliance activities*

I. Review of 2006 progress

A. Overview of Previous Meetings and Presentation of Benchmark

SHN staff provided an overview of accomplishments since the first meeting in July 2006. (All Alliance meeting notes are available on the Visioneering Wichita website: www.visioneeringwichita.com.) This overview included a review of the Birth – K logic model including the Alliance Benchmark: *To develop a plan for an Early Childhood System for South Central Kansas so that all children enter Kindergarten ready to learn.*

B. Review of Meeting Agreements from October 2006

In 2006, the Alliance prioritized the Action Steps they would use to achieve their benchmark. These steps included:

- Review of successful initiatives in other communities
- Identify target audience(s)
- Frame issue
- Determine mechanisms for communicating message
- Engage community
- Determine statewide opportunities to communicate message
- Develop proposal for 2008 Unified Legislative Agenda

In an effort to begin with the first step of the process, Alliance members agreed to gather research and present their findings to the full Alliance. Information and handouts were distributed from the following sources:

- National Governor's Association – A Governor's Guide to School Readiness and the Final Report of the NGA Task Force on School Readiness (both available at www.nga.org)

- Zero to Three Policy Center: "Good Health, Strong Families, Positive Early Learning Experiences" (available at www.zerotothree.org)
- Kansas Early Childhood Comprehensive Systems – Fishbone illustration of Converging Initiatives to Support an Early Childhood Comprehensive System (available at www.keccs.org)
- Sedgwick County Fishbone illustrations of converging funding streams and programs to support an early childhood system
- A summary of research to support the South Central Kansas Early Childhood Planning Grant (full document available at www.visioneeringwichita.org)
- Information on the Comprehensive Early Childhood Systems across the country is available at www.state-eccs.org/stateplans.htm
- Review of local Kansas communities who have Early Childhood systems in place
- An attempt to find additional communities across the country revealed information on state systems only.

Any additional information collected by Alliance members should be forwarded to Cayla Wasson at Connecting Point, cwasson@rui.org.

II. 2007 Alliance Activities

A. Governor's FY 2008 Budget Recommendations

Lorraine Dold presented a summary of budget items recommended by Governor Sebelius for this year's legislative that may impact early childhood care and education.

B. Early Childhood Planning Grant Update

The Wichita MSA was successful in their grant application to the Kansas Children's Cabinet and Trust Fund. Rainbows United will serve as the fiscal agent on behalf of the Sedgwick County Early Childhood Coordinating Council. The Self-Help Network will serve the role of facilitator for the planning process in each of the four counties as well as collectively. Matching funds were received from the Kansas Health Foundation to support the project, including the cost of Cayla Wasson to serve as the staff person for coordination of the planning efforts. The B-K Alliance will serve in an advisory capacity for the grant. A copy of the full grant application will be posted at www.visioneeringwichita.org.

Alliance members were asked to discuss what impact this grant will have on the Alliance and what questions does it present:

- What is the expectation for the Alliance as the "advisory board"?
 - Alliance members agree that there should not be a duplication of efforts and in fact, there is no separation between the two.
 - The Alliance provides the structure to develop a product
 - Better to think of the Alliance as "stakeholders" rather than "advisors"
- Message for Legislature
 - Legislators want to know: "What do you need?" and "What are you going to do with the funding we give you?" – the community needs to be concise in its answers
 - Message needs to focus on the economic impact of early childhood services and the benefits of investing in early childhood programs
 - Jeff Usher announced that this year's Kansas Health Foundation Leadership Conference will focus on strategic communication – the "Frameworks"

organization will be the primary presenters to help organizations gain a structure for presenting their message.

- Tie to the newly formed state Coalition for School Readiness
 - This group has become more focused on helping the Governor move her Early Childhood agenda through the legislative process
- What are the outcome expectations for Early Childhood? (Smart Start?)
 - The Alliance needs to get this information from the Kansas Children's Cabinet
- Opportunity to provide continuity of message among communities. The Alliance serves as the "messenger".
- Need to assure that the local plan ties to the State ECCS plan
- Show our support for the 2007 legislative session

C. Timeline 2007

Teresa Rupp presented the Leadership Team recommendations for Alliance activities in 2007. We will continue to develop this as more information is gained from the Kansas Children's Cabinet in regard to grant expectations. The Leadership Team recommends:

Early Childhood Planning Grant Timeline

February 2007	Identify additional stakeholders as mandated by grant
March 2007	Complete review of successful communities
April 2007	Identify strategies to utilize information gathered thus far

A copy of the Grant Application, including work plan, will be made available and additional benchmarks set accordingly.

Visioneering Alliance Planning

January 2007	Formation of White Paper Work Group (Focus on Economic Impact of investing in Early Childhood services)
February 2007	Identify target audience for information Dissemination
April 2007	White Paper draft presented to Alliance
October 2007	Development of proposal for Unified Legislative Agenda

The Alliance agreed that a "White Paper" may not be what is needed. What is needed is a Strategic Communication Plan. Volunteers were requested to participate in a work group to develop this Communication Plan and those efforts will work concurrently with the Early Childhood Planning process, recognizing some overlap will occur in the language of both products. Members of the Strategic Communication are listed below and will be contacted to schedule their first meeting. Anyone else wishing to participate in the Work Group may contact Diane Longfellow at dlongfellow@wichitachamber.org.

III. Other Announcements

A. Smart Start National Technical Assistance Center

The Smart Start National TAC will present a conference call on January 25 at 2:00 p.m. called "*The Benefits and Challenges of the Emerging Models for Governance of Early Care and Education Services/Systems in the States*". The Chamber has agreed to host the call in their board room. Anyone wanting participate may RSVP to Diane Longfellow.

Next Leadership Team Meeting: Monday, February 12, 2007 from 2:00 – 3:30 p.m. at the Self-Help Network, 358. N. Main *NOTE TIME CHANGE*

Next Alliance Meeting: Monday, February 26, 2007 from 2:00 – 4:00 p.m. at the Self-Help Network, 358 N. Main *NOTE DATE CHANGE DUE TO PRESIDENT’S DAY HOLIDAY”

<u>AGREEMENTS FROM TODAY’S MEETING</u>		
WHO	WHAT	BY WHEN
Polly	Gather information from Downing Foundation research for development of The Opportunity Project to share with Alliance	11/20/06
Chelie	Review of University Studies (i.e. University of Idaho, Rutgers University, Florida State, and University of Kansas)	01/15/07
All	Register for Legislative updates from Kansas Action for Children at www.kac.org	ongoing
SHN/The Chamber	Forward legislative alerts needing action to the B-K Alliance distribution group	As needed
SHN/The Chamber	Add Legislative updates as a standing agenda item for Alliance meetings	As needed during the legislative session
Leadership Team	Discuss development of a collective letter of support for Governor’s initiative of universal health care for children	02/12/07
Cayla/Benith	Forward Grant Application and supporting research document to Diane at The Chamber for posting on the Visioneering website	02/12/07
Lorraine/Teresa	Report on Smart Start TAC conference call at February Alliance meeting	02/26/07
Jeff, Tami, Walt, Lorraine, Emile, Martha, Bonnie	Schedule Strategic Communication Work Group meeting	02/12/07
Diane	Follow up with Work Group to schedule meeting	02/12/07
	Obtain School Readiness Data from the Kansas Health Institute and Kansas Department of Education	When data becomes available
	Review of K-12 and Higher Education systems as potential models for an Early Childhood System	