

Elgin Partnership for Early Learning

Parent Education/Educational Materials Ad Hoc

Action Plan Goal(s)/ Strategies/ Outcomes	<p>Goal: Increase points of entry and engagement in programs for families with young children.</p> <p>Strategies:</p> <p>a. Expand common messaging utilization and apply approach to additional topics. Expand: Give Me Five. Apply: new topics as analysis dictates</p> <p>a1. Implement communications strategy for parents, professionals, community members & partners.</p> <p>a2. Analyze other areas of need for common messaging and education (ex. Healthy eating and childhood obesity prevention).</p> <p>a3. Partner with community organizations and civic entities to build effective and efficient ways to disseminate the common message</p> <p>Outcomes:</p> <ol style="list-style-type: none"> 1. Communication strategy with plan and deliverables adopted by Collaboration 2. Common message points and tools (brochure, web links, calendar?) created 3. Prioritize entities for dissemination: target partnership with 30 entities, integration of common messaging into existing family engagement activities. 4. Target - 50 points of distribution in first year
Structure	<p>Ad Hoc Committee of Executive Committee creates EPEL approach to parent education and educational materials work, presents to Executive Committee for approval and launches approach (January – March 2014)</p> <p>Parent Education/Educational Materials work will be carried out within the Messaging and Communications Subcommittee. Subcommittee will launch in March 2014. Subcommittee will have at least one liaison to Executive Committee, Subcommittee will report at each Exec meeting.</p>
Executive Committee Participants	<p>Ad Hoc: Pat, Julie, Kris, Colleen, Theresa</p> <p>Subcommittee: Jennifer, TBD</p>
Purpose	<p>Ad hoc Committee – finalize the launch of Communications and Messaging Subcommittee, including convening first stakeholder meeting for early spring and ensuring Subcommittee has framework for their work and a plan for broad, representative membership.</p> <p>Subcommittee will maintain active, broad participants who work together to ensure a coordinated approach to parent education/educational materials for the Elgin community. The approach includes analysis of current materials, planning and implementation to address gaps, and partnering across multiple partners to meet parent education needs.</p>
Scope of Work	<p>Ad Hoc will need to address these items as part of framework to launch Subcommittee</p> <ul style="list-style-type: none"> - Framework #1: Create a plan to engage Elgin community in coordinating parent education efforts and educational materials

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	<ul style="list-style-type: none"> - Agenda item for March meeting: Introduce the concepts and benefits of a comprehensive parent education campaign - Framework #2: Review current parent education offered in the community - Agenda items for March impact: Analyze impact information and data and areas of focus for the parent education tools - Framework #3: Review new or potential parent education tools that are available in progress to add to the community - Framework #4: Create a plan for implementation of new, and current, tools including partners and settings <p>Agenda/Framework: Ad Hoc will need clear marketing to engage partners in the work of the Subcommittee.</p>
Benchmarks	<p>Will be tracked through Monthly Reports to Executive Committee. 3 main components to reports: membership and participation, Subcommittee work plan deliverables, and follow up and responsibilities</p>
Schedule	<p>Ad Hoc work: January present to Executive Committee, two planning meetings in February, stakeholder meeting, March 20th</p>
Subcommittee Representation	<p>Required organizations/categories of participants:</p> <ul style="list-style-type: none"> Easter Seals Gail Borden Public Library Well Child WIC Greater Elgin Family Care Center – FCM VNA FCM Day One U-46 Child Serv Two Rivers MIECHV Home Visiting Rep One Hope United Community Health Center, Pediatric Nurse Pastor Edmunds or Rep Elgin Housing Authority Centro DCFS Intact Families City of Elgin/Park District <p>Mental Health Faith Based community</p>

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Subcommittee Commitments	<ul style="list-style-type: none">• Ongoing, after March stakeholder meeting launches Subcommittee• Monthly meetings, on average 2 hours in length• Work between meeting 2-4 hours• Timing of meeting (day, time) will be determined by membership• First focus area, Parent Education/Educational Materials, expected to have intensive work for 9-12 months
Other items	Defining overall purpose of Messaging and Communication. Eg. Will they eventually be responsible for Collaboration related communication? Will Subcommittee be responsible for planning for EPEL communication around the work of the Subcommittee?