

Communications Committee Recommendations To the Board of Directors

April 12, 2019

Members: Stacie Schmidt, Jessica Homolka

Updates:

- Website is current, including the additional recommendation for board members and minutes
- Community meeting information is prepared
- Stacie and Lindsey met on 4-3-19 to create a stakeholder map and a calendar of communications-relevant activities and events
- Stacie and Jessica met on 4-5-19 to review stakeholder map, communications committee materials, and discuss future activities

Recommendations:

- Request board members provide committee meeting dates, times, and minutes, so that information can be distributed publicly for those who wish to participate
- Committees are encouraged to request marketing materials from the communications committee and not create them internally, to create consistent brand messaging and also to keep communication consistent
- Review stakeholder map and identify missing stakeholders or other areas of communication needed
- Review and approve calendar of KNOWN proposed communications needs
- Authorize Director and Communications Committee to distribute consistent brand messaging for UNKNOWN communications needs

Future Plans:

- Create an annual marketing plan for ECLC, identifying outreach efforts, specifically with need for at-risk children to secure future ECBG funding

Stakeholder Map

Stacie Schrrndt | Apr 4, 2019

Goal: The goal of this stakeholder map is to identify the factions that have an interest in the center, the information that is pertinent to them, and the ways of communication, in an effort to be proactive with our communications delivery.

Stakeholder	Interest	Frequency	Delivery Method	Notes
Parents	Quality of care, information, council, conferences, events, assessment scores, billing	WEEKLY? and as needed	Newsletters, Notes, Letters, Social Media, Emails	
Employees	Information, Satisfaction Surveys, Training Opportunities, events	Monthly	Staff Meetings, Memos, Board Meetings, Face to face communications	
Businesses that benefit from our services	Information, Sponsorship opportunities, events, solvency, quality of care, employment opportunities	Quarterly?	Letters, Newsletters, Social Media, event opportunities	
School District	Partnership Opportunities, Assessment Scores, Events, Information	Quarterly?	Face to face, letters, social media	
Counties that benefit from our services	Marketing materials, assessment scores, information, employment opportunities	Quarterly?	Website, brochures, letters	

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Stakeholder Map

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Stakeholder	Interest	Frequency	Delivery Method	Notes
Lenders - SHDC, First Bank				
Donors				
Granters (CAPS, ECBG, Slumps Foundation_				
Supporters such as ECF, First Prebyterian Church, Past Board Members				
Fredericksons				

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Stakeholder Map

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Stakeholder	Interest	Frequency	Delivery Method	Notes
Community				
Economic Development and Chamber				
Employers				
In Home Providers				
Other Preschool Services				

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Apl°il 2019

March '19							Mav						
S	M	T	W	T	F	S	S	M	T	W	f	F	S
					1	2				1	2	3	4
3	4	5	6	7	8	9	5	6	7	8	9	10	11
10	11	12	13	14	15	16	12	13	14	15	16	17	18
17	18	19	20	21	22	23	19	20	21	22	23	24	25
24	25	26	27	28	29	30	26	27	28	29	30	31	
						31							

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 5pm - Parent Council	2 12pm - Finance Committee	3	4	5 3:30pm - Board Governance	6
7	8 :15pm - Fundraising Committe Music Monday	9 Tasty Tuesday	10 Work Together Wednesday	11 Artsy Thursday	12 4pm - Board Meeting Community Meeting Family Friday	13
14	15 NEW TEACHER SCHEDULE	16 12pm - Financ e Committee	17	18	19	20
21	22	23	24	25	26 Closed for In-Service	27
28	29	30 12pm - Finance Committee	1	2	3	4
5	6 Notes					

May 2019

April '19							June						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6							1
7	8	9	10	11	12	13	2	3	4	5	6	7	8
14	15	16	17	18	19	20	9	10	11	12	13	14	15
21	22	23	24	25	26	27	16	17	18	19	20	21	22
28	29	30					23	24	25	26	27	28	29
							30						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
5	6 May 6-10 Teacher Appreciate :ISpm - Fundraising Committee	7 May 6-10 Teacher Appreciate	8 May 6-10 Teacher Appreciate	9 May 6-10 Teacher Appreciate	10 teacher teacher teacher" ach e	11
12	13	14 12pm - Finance Committee	15	16	17	18
19	20 May 20-27 Genes Round Up	21	22	23	24 School Age Program Starts	25
26	27	28 12pm - Finance Committee	29	30	31	1
2	3	Notes				

June 2019

May'19							July							
S	M	T	W	T	F	S	S	M	T	W	f	F	S	
			1	2	3	4			1	2	3	4	5	6
5	6	7	8	9	10	11	7	8	9	10	11	12	13	
12	13	14	15	16	17	18	14	15	16	17	18	19	20	
19	20	21	22	23	24	25	21	22	23	24	25	26	27	
26	27	28	29	30	31		28	29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6 Pool Day	7	8
9	10	11 Field Trip Kanopolis Lake?	12	13 Pool Day	14	15
16	17	18 Field Trip Rolling Hills?	19	20 Pool Day	21	22
23	24	25 Field Trip Lakewood Nature Ctr?	26	27 Pool Day	28	29
30	1	Notes Fingerprinting may begin this month				

July 2019

June '19							AugU! J							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
						1						1	2	3
2	3	4	5	6	7	8	4	5	6	7	8	9	10	
9	10	11	12	13	14	15	11	12	13	14	15	16	17	
16	17	18	19	20	21	22	18	19	20	21	22	23	24	
23	24	25	26	27	28	29	25	26	27	28	29	30	31	
30														

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1 July 1-8 Gene's Round Up	2 Field Trip Strataca Salt Museum?	3	4 Pool Day	5	6
7	8	9 Field Trip Great Bend Zoo/H2O park	10	11 Pool Day	12	13
14	15	16 Field Trip Smoky Hill Museum	17	18 Pool Day	19	20
21	22	23 Field Trip On the Pot	24	25 Pool Day	26	27
28	29	30 Field Trip Cosmosphere	31	1	2	3
4	5	Notes Fin gerprinting?				

August 2019

July '19							Septem }19						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6		1	2	3	4	5	6	7
7	8	9	10	11	12	13	8	9	10	11	12	13	14
14	15	16	17	18	19	20	15	16	17	18	19	20	21
21	22	23	24	25	26	27	22	23	24	25	26	27	28
28	29	30	31				29	30					

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6	7	8 Wetlands Center?	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	Notes				

September 2019

August '19							October '19								
S	M	T	W	T	F	S	S	M	T	W	T	F	S		
				1	2	3					1	2	3	4	5
4	5	6	7	8	9	10	6	7	8	9	10	11	12		
11	12	13	14	15	16	17	13	14	15	16	17	18	19		
18	19	20	21	22	23	24	20	21	22	23	24	25	26		
25	26	27	28	29	30	31	27	28	29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	Notes				

October 2019

September '19							November '19							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
1	2	3	4	5	6	7							1	2
8	9	10	11	12	13	14	3	4	5	6	7	8	9	
15	16	17	18	19	20	21	10	11	12	13	14	15	16	
22	23	24	25	26	27	28	17	18	19	20	21	22	23	
29	30						24	25	26	27	28	29	30	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 Disc Golf Tournament
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	Notes				