

**ECAC Report to the Governor Marketing Strategies**  
**(Includes input from the ECAC small group, Steering Committee, Co-Chair meeting)**  
**5/16/2016**

**Focus of Marketing Message:**

- Importance of early childhood broadly: for children, families, communities, employers, society
- Everyone needs to pay attention to early childhood
- ECAC has three great ideas (current recommendations)

**Department Action:**

**DCF:**

- Distribution to Legislature
- Senate and Assembly Committee
- New Children's Caucus

**DCF and DPI:**

- Joint press release by DCF and DPI – June
- Editorial Boards TBD by co-chairs and department press secretaries
- Send to all department listservs
- Tool kit for ECAC members:
  - What we hope to have for June meeting: press release, infographic of last page/recommendations, elevator speech, social media sample,
  - What report summaries we are considering: testimonials, video, PowerPoint, enhanced report presence on DCF and DPI websites, way to list members for further contacts
  - Ask ECAC members what else they need

**DPI:**

- ConnectEd article

**ECAC Members Action:**

- Members identify individuals and groups where they have direct connections
- Members identify other statewide connections (see list below)
- Members commit to market to their communities, associations, councils, committees, and their “stakeholders”
- Members use press release and report to send through their lists and newsletters
- Members write editorials for local promotion

**Connections to other statewide efforts that don't have membership on the ECAC:**

- |   |   |
|---|---|
| • New Children's Caucus                                   | • Health care   |
| • Comm Fdus   | • Workforce Dev Boards                                  |
| • Private Fdus  | • Regional Econ. Dev Groups (STRIVE, MILW 7, NEW NORTH) |
| • United Ways   |   |
| • Chambers & WMC  |   |
| • Editorial Boards – Print Media                          |   |
| • Other Media   |   |
| • School Districts  |   |
| • Faith Communities                                       |   |
| • CETE Members/networks                                   |   |
| • ECE Providers   |   |
| • Families with Young Children                            |   |
| • Law Enforcement & Public Safety – including corrections |   |

