

## ECAC Table Discussion – Compilation of Notes

Does WIS need to brand EC? Is it a need?

Is this activity within the scope of council or should someone else do it?

**Table A:** Ashley, Edie, Stanford-Taylor, Kelly, & Stellmacher: Was helpful to NC Smart Start. Not asking for anything. We believe, Yes, it's needed. Needs to be non-partisan and neutral. A foundation? Someone/group with the expertise to connect to markets. ECAC doesn't have the expertise. Perception of bias by our representation and experience. How funded?

**Table B:** Michelle J, Elizabeth H, Jennie Mauer: Yes, there is a need. Would need to modify the executive order? Space to make the info our own – yes. Want to see the materials first. Not sure if it is a perfect fit, but not sure who else should do it.

**Table C:** This sounds like an awareness campaign. Hard to do without a staff and budget. Hard to pin down messaging. Certainly a need, but how could ECAC work on this? Don't have the structure/resources. What we just heard with data would be diff to campaign and link to evidence-based research. Feels like "things are in flux." Pull together those 5 groups working on similar work to champion? If not this group, who? Right. Who. The big project sounds too huge and not accomplish – take a piece and push forward. What about WECA or HeadStart or the like? They dedicate their work to this – they aren't necessarily flush with \$ but perhaps more viable.

Executive Order steers in this direction: We (ECAC) here to support and advocate their work? Could these groups use our help to do their work?

**Table D:** ECAC group could elevate this awareness/brand. Could 2,000 days be limiting? What about first 1,000. Don't want to lose emphasis on the very youngest. Would need a specific timing for branding. How will it connect and move forward the three recommendations? Getting buy-in from other groups (ie Childrens Caucus). Leveraging marketing expertise which the ECAC doesn't have.