



Building Bright Futures Professional Preparation and Development Committee
January 14, 2019 1:00-3:30 pm
CCV Rutland Room 102

Meeting Objectives:

1. Work on marketing and communications recommendations for Northern Lights
2. Review Think Tank recommendations and consider next steps
3. Hear about PD changes from Vermont Afterschool PD changes

Meeting Attendees: Becky Millard, Beth Truzansky, Johanna Vaczy, John Cipora, Linda January, Lynne Robbins, Sharron Harrington, Sonja Raymond, Sue Ryan, Tricia Pawlik-York, Kati Ringer

Virtual Participants: Kate Rogers, Lauren Smith, Lisa Duncan, Rebecca Bishop, Sara Robertson-Ryan, Aricha Drury, Diane Hermann-Artim

Updates from Vermont Afterschool:

- Over 100 workshops were offered by Vermont Afterschool in 2018
- They are thinking about changing their model some
- Helping to move toward training series paired with coaching. Some will always be available, some will rotate in availability.
- Some opportunity to adapt trainings to meet program needs for larger programs
- Ongoing Community of Practice in Social-Emotional Learning for middle and high school, youth voice
- New youth voice series still under development
- Looking at using the new tiers model

Marketing Plan: Define Branding Elements

- Backbone of Vermont's ECPD system
- Resource hub
- One stop shopping PD resource
- Knowledgeable
- Can get answers you need
- To support and sustain a strengthened workforce
- Umbrella to connect the dots training to Quality and Credentialing to support
- Assessing the needs
- Coordination of trainings in region
- Career advising
- Reliable, quality PD



- Access to PD and resources for EC and AS workforce to provide the highest quality care and learning experience for children
- Navigation; help people make wise choices
- Info about what role requires
- How to grow career
- User friendly
- To support each and every professional in VT to realize their full potential
- Ensure quality and accessibility of PD opportunities
- Clearinghouse and central entity
- Resource to the higher ed institutions
- Resource for info to share with colleagues
- Responsive to regional training needs
- Provide info to EC field proactively (what a Director needs may be different from Family CC provides)

Marketing Plan: Create a Marketing Message

1. High-quality, affordable trainings offered statewide
 2. Friendly and knowledgeable Resource Advisors available to support professionals with career advising and professional development
 3. Support with Instructor and MATCH Registry services
 4. Issuing certificates, credentials, and entering data into BFIS Quality and Credential accounts
- Asking people what they need “need help with _____” then refer them to RAs
 - Make sure we’re reaching folks in all the roles
 - #2 is the “vehicle”; bring the message of all 4 to the regional meetings BBF, starting points
 - Perception that you need to be in right place at the right time to know what training is available
 - RAs are key to all other areas above
 - Importance of the relationship piece
 - Focus on the positive; what we can do for you
 - Vary message based on role
 - Use a “question” format for marketing
 - Specific outreach to center directors; Share with directors how we can help their staff
 - Help PD providers be sure their offerings are known
 - Physically present face to face when possible
 - Outreach about upcoming trainings
 - Importance of presence right now; regular emails; need confidence in the system; “there is no confidence right now”; need someone to be present
 - Messaging about equity and quality of trainings themselves
 - Any questions about your role, let NL be your guide



Create a Marketing Message: Small Group Work

Core content message: not identified

Identify **three potential angles** to take with the core content message above:

- Angle 1: Transparency is a core goal e.g. we WANT to share all changes as they roll out

Select one of the angles and use it to help craft a **press-ready pitch**: Northern Lights at CCV is developing [a defined offering] to help [a defined audience][solve a problem] with [secret sauce].

- Not a Message (that's needed yet), but a presence.

From your perspective, what is the **core identity** of Northern Lights?

- Both a Clearinghouse and a central cachement entity
- Resource of the myriad separate but conceptually linked strands of field wide evolution; thus, a net from which to gather information to then share with students and colleagues.

Core content message: Friendly and knowledgeable Resource Advisors available to support professionals with career advising and professional development

Identify **three potential angles** to take with the core content message above:

- Angle 1: [front line] question format; are you looking to earn a degree or credential? Are you looking for PD to increase your skills in your current position?\
- Angle 2: [leadership] We are here to help you. Refer your staff to us to help them with Career Advising, PD options, The benefit of BFIS
- Angle 3: [stakeholder groups / organization] Work with us to be sure your PD openings are known and we are a resource to the field, send them our way.

Core content message: Friendly and knowledgeable Resource Advisors available to support professionals with career advising and professional development

Identify **three potential angles** to take with the core content message above:

- Angle 1: current, accurate info related to a range of constituency needs
- Angle 2: high quality customer service –responsive, friendly, knowledgeable
- Angle 3: accessible, find what you need easily; who to talk to

Select one of the angles and use it to help craft a **press-ready pitch**: Northern Lights at CCV is developing [a defined offering] to help [a defined audience][solve a problem] with [secret sauce].

- Need help with figuring out the next step in your early childhood career? NL@CCV Resource Advisors are available to help!
- Need help finding a training to help you work with a child in your program?
- Need help writing or working with a staff on IPDP?

From your perspective, what is the **core identity** of Northern Lights?



- Infrastructure; The backbone of VT's ECPDS
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Core content message: Friendly and knowledgeable Resource Advisors available to support professionals with career advising and professional development.

Identify **three potential angles** to take with the core content message above:

- Angle 1: Make sure we know what is happening in my region so my staff don't miss out
- Angle 2: Provide info in a way I can easily share with staff and get them registered
- Angle 3: Set calendar that coordinates when I am creating my program training/days off. Miss CCR (booklet)

Select one of the angles and use it to help craft a **press-ready pitch**: Northern Lights at CCV is developing [a defined offering] to help [a defined audience][solve a problem] with [secret sauce].

- RAs have a presence in regions. Either physically attending meetings or regularly checking in with Center Directors with new offerings, space in trainings, ask what they need.
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Core content message: Friendly and knowledgeable Resource Advisors available to support professionals with career advising and professional development.

Identify **three potential angles** to take with the core content message above:

- Angle 1: Able to address/answer or access info/answers to question related to all of the other ingredients/components core content; Attention ECE and AS professionals "How can I help you?"
- Angle 2: Local Support –Real People (credibility with field relationship based, BBF, SP reach out instructors.
- Angle 3: Targeted audience –center directors, SP networks, VTAEYC, FB groups

Select one of the angles and use it to help craft a **press-ready pitch**: Northern Lights at CCV is developing [a defined offering] to help [a defined audience][solve a problem] with [secret sauce].

- Did you know we have a new website? Training schedule at NL@CCV. We are here for you! Need help with ...? Have questions about? Monthly/bimonthly email from "Your" resume advisor explaining what is being offered. Frame positively, what we are able to do for you. Avoid saying "we are not the holder of PD". We need to say "we can connect you or guide you to meet your professional development needs and career goals".
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Constituency Groups for feedback on Training Recommendations:

- VCCICC Membership; 21C programs; licensed AS programs; Vermont Afterschool members; VTAEYC membership; Starting Points leaders; Bridging the Divide (director group); Informal FCP contacts in Chittenden; Sara Franklin County child care action team; Burlington Coalition (AS) Lisa Action team and starting points members; Rebecca VHSA, Bennington quality task
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force; STARS mailing list; Northern Lights Facebook Page; Starting Points in Addison; Sue working with someone on Upper Valley child care association; Lauren Early Childhood Wellness committee; Sonja share with ELD committee

- Share a message to include with the 2 links; Frame the message – these recommendations are not just for Northern Lights

Program Updates

- Vermont Birth to Five and the Permanent Fund and Let’s Grow Kids are now all under the same name of Lets Grow Kids
- BBF now searching for new executive director; Carolyn is interim ED and Beth stepped in as interim deputy director for 6 months. Regional Coordinator position for St. Johnsbury/Newport is also open. Nick Adams moved on from his role; not reposting his position right away – work on Vermont Insights will continue
- BBF State Advisory Council is meeting monthly now; January meeting @ state house
- Rey Garofano took MRG’s position at CDD
- VCCICC will be able to offer culminating seminar; if they’re completed step 1 and 2 of Director Credential, they are eligible; will be a 3 credit course through Union; VSAC non degree grants and CDD grants; cost around \$500; starts March 2nd- June 8th once in person per month, rest is virtual
- Vermont received Preschool Development Grant; got \$3.3M of \$4.3M requested; the first year is a planning grant; Lynne is working on RFP
- Looks like STARS phase 1 changes will be in promulgation this year
- Phase 2 target date January 2021
- Kati: Jen Hurley just got \$1M grant for masters degrees; free masters in Early Childhood Special Education or in SLP; 36 of 50 credits toward Speech Language Pathologist degree

Positives (+)	Changes (Δ)
Zoom was great Good mix content and process Great Facilitation Small group work	See if we can shift to large photo of us more often