I. Welcome & Introductions  
   A. Roll Call

II. Approval of Minutes  
   A. Motion to approve the April 3, 2023 Board of Directors meeting minutes.

III. Chairman’s Report  

IV. Legislative Session Wrap Up  
   Molly Grant/Jessica Fowler  
   Association of Early Learning Coalitions

V. Florida Reading Corps  
   Chanelle Pough/Deontre’ Clayton

VI. Chairman’s Partner Spotlight  
   Fiorella A. Christie  
   - Marisol Amarante, Kayleen’s Learning Center

VII. Finance Committee Report 6/1/2023  
   Loreen Chant  
   A. Resolutions  
   - 06052023-01 Amended Budget FY 2022-2023  
     Approval of the Early Learning Coalition’s Fifth Amendment to the Annual Budget for fiscal year 2022-2023.
   - 06052023-02 CLASS Assessments RFP  
     Authorize the President and CEO to release a Request for Proposal (RFP) to select qualified proposers to facilitate and provide assessment services using the Classroom Assessment Scoring System® (CLASS) for Miami-Dade and Monroe Counties.

Mission: To promote high-quality school readiness, voluntary pre-kindergarten and after school programs, thus increasing all children’s chances of achieving future educational success and becoming productive members of society. The Coalition seeks to further the physical, social, emotional and intellectual needs of Miami-Dade and Monroe County children with a priority toward the ages before birth through age 5.
VIII. Committee Reports

A. Monroe Advisory Committee Report 5/24/2023  
   Sandi Bisceglia

B. Provider Services Committee Report 5/25/2023  
   Rick Beasley

C. Program Committee Report 5/30/2023  
   Chereen Coile
   - 05302023-01COVID Policy and Procedures
   Authorize the President and CEO to implement the Early Head Start COVID-19 Mitigation Policy as required by the U.S. Department of Health and Human Services through the Administration for Children and Families Program Instruction ACF-PI-HS-23-01.

IX. Communications  
   Sandra Gonzalez

A. Armstrong Creative Outreach
B. Get the Attention Media
C. M Network

X. Community Report  
   Evelio Torres

- Legislative Session Update  
  Evelio Torres
- CLASS® Assessments  
  Fiorella A. Christie
- ARPA Grants  
  Fiorella A. Christie and Victor Caballero

XI. Public Comments  
   Matthew Bruno

Adjourn  
   Matthew Bruno

Meeting Dates:

ELC Executive Committee Meeting: August 7, 2023; 9 A.M. ELC via Zoom

ELC Board of Directors Meeting: September 11, 2023; 9 A.M. ELC Headquarters and via Zoom
1. Hacer Click en Interpretation/Interpretación
2. Seleccione Spanish/Español
3. Escuchanos en Español

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ELC Board of Directors Meeting
Monday, April 3, 2023; 9 A.M.
2555 Ponce De Leon Blvd.
Coral Gables Florida, 33134
Meeting ID: 882 3461 6597
Passcode: 463195

MINUTES

Board Attendees: Matthew Bruno; Rick Beasley; Dr. Daniel Armstrong; Loreen Chant; Jenni Roig; Richie Tandoc; Denisse Barrera; Sandi Bisceglia; Dr. Eileen Flunev; James Haj; Chuck Mohr; Iris Strachan; Gilda Ferradaz; Chereen Coile; Lisa Taylor; Marisol Diaz; Aaron Slavens; Alfred Sanchez

Board Absentees: Alex Soto; Marisol Diaz; Suzette Frazier

Staff Attendees: Evelio Torres; Angelo Parrino; Mercy Castiglione; Pam Hollingsworth; Sandra Gonzalez; Michelle Meilan; Jacqueline Dominguez; Ahmed Mitwalli; Miguel Alfonso; Paloma Lopez-Barcena; Anabel Espinosa; Ana Sejeck; Belkis Torres; Ana Rodriguez; Aileen Suazo; Lisney Badillo; Alex Sanchez; Larisa Salerno; Laurie Dunn; Vanessa; Aguilera-Viera; Lissandra Curbelo; Matthew Zaldivar; Lucy Schrack; Isabel Afanador; Thalia Daumy; Vernise Casimir; Dialina Quintanal; Jose Hernandez; Kristine Gregory; Jessica Parra; Laurie Bravo; Pamela Malval; Marisleydis Bruguez; Mayor Daniella Levin Cava; Sonia Grice; Commissioner Holly Raschein; Corie Abel; Dr. Maite Riestra-Quintero; Carlos De la Cruz

General Attendees: Bob de la Fuente; Priscila Hazrun; Adriana Del Zotto

I. Welcome & Introductions

Matthew Bruno

A. M. Bruno called the meeting to order and welcomed everyone.
B. Quorum was established with 18 voting members.

II. Approval of Minutes

Matthew Bruno

A. Motion to approve the February 6, 2023 Board of Directors Annual meeting minutes.
   o L. Chant moved to approve the minutes.
   o J. Roig seconded the motion.
   o Motion passed unanimously

Mission: To promote high-quality school readiness, voluntary pre-kindergarten and after school programs, thus increasing all children’s chances of achieving future educational success and becoming productive members of society. The Coalition seeks to further the physical, social, emotional and intellectual needs of Miami-Dade and Monroe County children with a priority toward the ages before birth through age 5.
III. Chairman’s Report

Matthew Bruno

M. Bruno reported the following announcements:

At the last meeting we announced that Evelio is being recognized on April 27th as the David Lawrence Jr. Campion for Children Award honoree by The Children’s Trust. We have the final count for board members attending, but anyone who is able to attend and has not yet RSVP’d please let Kristine Gregory know.

The Early Learning Coalition will also receive an award for Program of the Year for the *Thrive by 5 Child Scholarship Program* that we operate in partnership with The Children’s Trust. The program is tremendously popular with families that face the benefits cliff because it provides them with a scholarship that allows their children to participate in a Trust funded high-quality early learning program.

- Continuing with our celebration, our Founding Chair Dave Lawrence recently celebrated a birthday, so we want to take a moment to wish him a belated very Happy Birthday!

- On page 30 of the board packet you will find a thank you letter sent to board member and Children’s Trust CEO Jim Haj thanking him for the Thrive by 5 Scholarship the family received from The Children’s Trust in partnership with the Early Learning Coalition. These scholarships make a world of difference to families and especially to the children that get to participate in high-quality early learning programs. Jenni Roig shared information about Isabel Torres.

- M. Bruno introduced two special guest speakers.

  - **The Honorable Mayor Danielle Levine Cava**
    Mayor Daniella Levine Cava was elected Miami-Dade County’s first-ever woman Mayor in November 2020. She enters the Mayor’s office following a nearly 40-year career as a relentless advocate for South Florida families in public service and elected leadership.
    As Miami-Dade County’s Mayor, she oversees a metropolitan government with nearly 30,000 employees serving nearly 3 million residents, managing an annual budget of approximately $10 billion. A social worker, lawyer, and community activist, she was first elected in 2014, and re-elected in August 2018, to serve as the Miami-Dade County Commissioner representing District 8.

  - **Carlos De la Cruz**
    Carlos de la Cruz, born in Philadelphia, but raised in Madrid, Spain, has years of experience in M&A, start-ups, and operations in the beverage and automobile industries in Florida and Latin America. For almost ten years, he was President of Eagle Brands, Inc., the exclusive Anheuser-Busch wholesaler for Miami-Dade and Monroe counties. He also became president of Miami Honda, Central Hyundai, Sunshine Ford, and Maroone Chevrolet.
Mr. De la Cruz is a founding member of the Americas Gateway Chapter for Young Presidents Organization. He has served as Chairman of the Board of Ransom Everglades School and Our Kids of Miami-Dade and Monroe, the community-based care provider for foster children with over 4,500 children in care. He obtained his B.S. in Accounting from Boston College and his M.B.A. from the University of Miami. Mr. de la Cruz is fluent in Spanish and French and has been a resident of Miami since 1975.

- **Alex Soto**
  Board Member Alex Soto’s second term is coming to an end April 16, 2023. Alex currently serves on the Legislative/Advocacy Committee and the Finance Committee. We thank you Alex for your service to the board. (We have a plaque for Alex).

- **Provider Site Visit**
  We have an opportunity to visit Aguamarina Preschool to observe their PreK4 debate and elections. This event is an annual tradition where they teach children about civic engagement. After some fun campaigning, the event concludes with elections for several mock offices. Mr. Torres has participated in the past and it is always fun to see how much children get into the process and how much they learn from this group activity.

IV. **Guest Speaker**

  Mayor Daniella Levine Cava spoke to the board in reference to the great work in Early Childhood Education and development.

V. **Guest Speaker**

  Carlos De la Cruz spoke about the importance of preserving South Florida’s water supply. Mr. De la Cruz provided information on his program that educates children of the importance of conservation.

VI. **Chairman’s Partner Spotlight**

  Kelly Patterson
  K.K.L.B. Learning Center

  Fiorella A. Christie introduced Mrs. Patterson’s daughter who thanked the Early Learning Coalition of Miami-Dade/Monroe for the support.

VII. **Finance Committee Report**

  Loreen Chant

  A. **Resolutions**

  - **Contract Renewals 04032023-01**
    Authorize the President and CEO to negotiate and execute the contracts listed within the background section of this resolution.
• **Grant Renewals 04032023-02**
  Authorize the President and CEO to apply, negotiate, execute, and/or receive funds from the grantors listed in the background section of this resolution.

• **EHS Grant Budget 04032023-03**
  Approve the Early Head Start budget and authorize the President and CEO to submit the Early Head Start budget as part of the 2023-2024 grant application.

• **Sliding Fee Scale Plan Amendment 04032023-04**
  Authorize the President and CEO to submit a School Readiness Plan amendment to the Florida Department of Education Division of Early Learning (DEL) for approval to implement the 2023-2024 DEL Sliding Fee Schedule.

• **Teacher Incentive Payment 04032023-05**
  Authorize the President and CEO to utilize School Readiness funding to initiate a one-time incentive payout to qualified contracted School Readiness providers to assist them with retention efforts of their instructional staff.

**B. Surplus list**

Ahmed Mitwalli reported on the equipment surplus and provided an itemized log. Mr. Mitwalli provided the board with the status and plan for distribution of such items.

L. Chant asked for a motion to approve the resolutions and Surplus List in a block vote.

  - Motion to approve by C. Mohr
  - Motion seconded by Dr. Fluney
  - Motion passed unanimously.

**VIII. Committee Reports**

A. **Nominating Committee Report 3/1/2023**

Sandi Bisceglia reported the nominating committee meeting was held March 1, 2023 where the following was discussed.

  **Status of Board Vacancies:**

  - Monroe: College of the Florida Keys: Dr. Gueverra will let us know when he is ready to make the appointment.
  - Monroe Health Department: Director Bob Eadie has been unable to make an appointment
  - Miami-Dade Board of County Commissioners Appointment: In progress
  - Miami-Dade or Monroe Gubernatorial Appointment: Pending appointment by Governor
Monroe Board of County Commissioners Appointment: Commissioner Holly Merrill Raschein has been appointed. Holly Merrill Raschein served in the Florida House of Representatives from 2012 to 2020, representing the 120th District in Monroe County and southern Miami-Dade County and currently serves on the Monroe County Board of County Commissioners. Commissioner Raschein’s appointment must be ratified by the board, so at this time I would like to make a motion to accept Commissioner Raschein’s appointment to the board effective immediately.

Miami-Dade or Monroe Head Start/Early Head Start Representative: The committee interviewed 4 candidates on March 1, 2023. The committee discussed at length each candidate and a vote was taken. The committee was impressed with the qualifications, experience and desire to serve of each candidate, so the decision to recommend one of the candidates to the board was difficult. The final vote was to appoint Maurice Woods, CEO of Easter Seals. However, Mr. Woods resigned from Easter Seals of South Florida and as such no longer qualifies to fill the Early Head Start/Head Start position. There was general agreement between committee members that Dr. Maite Riestra-Quintero was a very close second. Dr. Riestra-Quintero runs Miami-Dade County’s Head Start Program and by all accounts has done a phenomenal job improving the program’s quality and performance. Under her leadership the program was just named the recipient of the National Head Start Association 2022-23 Edward Zigler Innovation Award. In addition, Dr. Riestra-Quintero serves as the chairperson of the Florida Head Association. On behalf of the Nominating Committee I would like to make a motion to appoint Dr. Riestra-Quintero as the Head Start/Early Head Start representative to the board effective immediately.

In an effort to ensure that our board is representative of the community we serve, Evelio Torres reviewed the Miami Dade Beacon Council Statistics as compared to the ELC board composition and we are pleased that our board very closely mirrors the makeup of our community.

In terms of the membership target, there are 27 positions on our board, with a maximum of 22 from Miami-Dade and minimum of 5 from Monroe.

- Miami-Dade 19 filled + 1 vacant = 20
- Monroe 2 filled + 3 vacant = 5 (one vacancy filled today, leaving two vacancies pending appointment)
- Miami-Dade or Monroe Gubernatorial Appointment = 1
- Miami-Dade or Monroe Head Start/Early Head Start = (filled today)

S. Bisceglia asked for a motion to approve the new Board Members.
- Motion to approve by L. Chant
- Motion seconded by Dr. Armstrong
- Motion passed unanimously.
B. Monroe Advisory Committee Report 3/14/2023

Sandi Bisceglia announced that current legislative platform updates have been shared with the local chambers and we are seeking their support. She reminded everyone they can go online to watch any legislative session live.

The Futures Project (Children’s Movement) is building a coalition grounded in the voices of parents and educators and is creating an action road map to distribute. Currently they are conducting a tour across the states to gather input and incite from parents’, educators, directors and early childhood advocates.

She also shared a recap on the Future’s Project Summit in Orlando spearheaded by the Children’s Movement. It was well attended by participants from all over the state of Florida including P. Hollingsworth from the Early Learning Coalition. Participants had their resumes posted on the walls in order to get to know each other. They were then divided into 5 sub committees to work for the next year to year and a half to establish a framework to advocate care for our earliest learners and create a 5-year strategic plan.

On December 2 several members of the Board of Directors and ELC staff visited Dolphin Montessori North in Key Largo. They met with the Director and got to see the teachers and children in action.

On January 20th, there is a visit planned at the University of Miami Linda Ray Intervention Center to learn more about the services they offer.

On May 17 at noon there will be a website live forum to discuss all the work done on behalf of the Early Learning Coalitions. It will be hosted by Madeline Thakur President & CEO of the Children’s Movement.

S. Bisceglia also thanked the Early Learning Coalition for all their work to create a resolution that was presented to the Monroe County Board of County Commissioners requesting their support to raise the State Median Income (SMI) to allow more families to qualify for services.

Lastly, she added that some staff members of Senator Marco Rubio will be at the Murray Nelson center in Key Largo on March 15 from 11-2 pm, if anyone would like to attend and ask questions or share concerns.

On April 5 Board members will be visiting the Aguamarina pre-school in Miami at 10:30 am.

Legislative Priorities

V. Caballero reported that currently we are in week 2 of the legislative session. Key committees are tracking and monitoring 26 bills with the priority being 8 bills that focus on children ages birth to five. He shared a copy of the resolution with the Monroe Board of County Commissioners. Copies have been shared with all parties listed within the proposal. He thanked Mayor David Rice
and Sandi Bisceglia for their help in getting this resolution unanimously passed and to raise awareness of the high cost of child care.

Partner Updates

District Head Start/Voluntary Prekindergarten (VPK) Update M. Russell, Early Childhood Supervisor reported that the numbers for MCSD are still pretty much the same as they were at the last meeting. April 1 is open enrollment although they do accept enrollments all year.
Summer VPK will be held at Gerald Adams Elementary School.
The Head Start program just went through a federal review and had a clean report with no deficiencies.
The Kindergarten Boost program may be available for Summer. The details are currently being discussed and worked out.

S. Bennett (Provider Rep) shared that many schools are still having a hard time recruiting and retaining teachers and that no one is applying.
She stated that providers are thrilled with all the grants and appreciate them all but are having a hard time applying because it is confusing. Plus, she said teachers and Directors are stretched very thin and pulled in many directions and are finding it difficult to find the time to work on the grants. She is always encouraging other providers to apply and is grateful that there may be some in person training on grants coming up soon.
Teachers are appreciative of all the offerings by the Professional Development Department and they take full advantage of opportunities as they are able to.
There was an in-person Directors meeting (the first one since the pandemic) on Feb 11 at Kreative Kids. She thanked Maria Vaillant for hosting the get together.
Seven people attended because it is hard to get together on a Saturday but they got to talk about grants, staff, trainings, contracts etc. The next one will be at St. James on May 6 and after that they would like to have one in Key West. S. Bennett said she hopes more people can attend because it is important to network and spend time with each other. J. Hurst was invited to attend the May 6 meeting if he would like to.
The school sent their hands up to Tallahassee for Children’s Week to be hung in the rotunda. E. Torres stated that some ELC staff will be up there and he will ask them to take pictures to share with everyone.
S. Bennett shared that she is working with J. Hurst and L. Dunn to schedule some in person or zoom DCF trainings for staff in the Keys.
J. Hurst (DCF) mentioned that DCF is working together with the ELC for the families and children in the Keys. He recognizes that there is a big issue with getting and retaining staff even though some places are paying $30 an hour. He stated that this is a very challenging time and everyone needs to stay in communication with each other.
He stated that we were invited by E. Torres and A. Parrino to show other ELC’s how to do a change in ownership.
Last month the Office of Licensing held its first in person provider meeting and he is hoping to do another one in Monroe next month. He is currently looking for creative ways to hold meetings and trainings in Monroe.

The DCF website has changed and is not easy to navigate. People are encouraged to reach out to him if they need guidance.

Monroe County Updates were shared at the meeting by Laurie Dunn

Enrollment data -- S. Gonzalez showed enrollment data for Monroe County in February.

- SR—278 children (this time last year was 298)
- VPK--- 463 children (this time last year it was 440)

At Risk Referrals -46 children (increased from 31 last year)

Needs Assessment Action Plan/Next Steps -- L. Dunn discussed how one of the findings of the community needs assessment that impacted employment and retention of teachers, was the availability of child care training and professional development.

In response to that our Professional Development department has increased their training opportunities. There are now Training offered online at various hours (day, evening and weekend) in English and in Spanish.

The next competency exam will be on March 25 and is already full. There will be another one on April 22 and the capacity has gone from 20 to 25. Registration will be open for an hour and a half just for Monroe staff (sometime in early April). The test site is at Marathon Lutheran school. S. Bisceglia stated that the College of the Florida Keys is open to hold the exams. L. Dunn will reach out to see who she can talk to and see how this can work.

The teacher ad helped recruit teachers at 3 sites. It will be updated and run again as soon as possible.

Outreach Activities - L. Dunn stated that ELC staff will participate in the Community Resources Day on March 15th at the Key Largo library. They will be taking informational flyers to distribute. Promotional efforts take place continuously throughout the year. The bus shelter ads will run for another 8 weeks throughout the Keys.

American Rescue Plan Act were provided by Paloma Lopez-Barcena

Round 1 and Round 2 Grants.

P. Lopez-Barcena said that Round 1 and Round 2 have closed and they are now reviewing and processing the additional grants. So far they have approved 36 of the 45 applications from Monroe County. They are hoping more applications come through from Monroe once they are able to hold the in-person training sessions.

ARPA-Build a World Class Workforce information was provided by Victor Caballero.
V. Caballero stated there are 580 applicants so far with 13 of those being from Monroe. Providers are not realizing that these grants are separate from Round 1 and Round 2. He is working with L. Dunn on a schedule to provide the in-person sessions in the Keys during the last week of March.

Professional development Institute Update was provided by Ana Sejeck. Super CLASS® Saturday is on the road (in person) April 29 from 8:30-12:30 at Miami Edison High School. There will be panel speakers, presenters’, vendors and music.

Monroe Inclusion and Assessment Updates were provided by Dr. Anabel Espinosa. Developmental Screenings — A. Espinosa stated in February there were 11 ASQ’s completed and 8 social & emotional (SE) ASQ’s completed. Year to date the total are 189 ASQ’s and 79 SE. Of those children there were 13 identified as needing some extra help. She believes that more specialized care is beneficial and she is pleased with the support offered in Monroe. VPK SIS - Currently there are 4 children taking advantage of the services in Monroe.

Sandi Bisceglia reported that the Next Monroe Advisory Committee Meeting is May 24th at 1 pm.

C. Program Committee Report 3/27/2023

Chereen Coile reported that Monday, March 27, 2023 the Program, Policy, and Strategy Committee had a meeting and two (2) resolutions were presented. The first Resolutions 040232023-06 is to authorize the President and CEO to submit the Early Head Start non-competing continuation grant application and all of its supporting documents for the 2023-2024 program year. Belkis Torres provided an overview of the resolution.

- **Grant Reapplication 04032023-06**

  Authorize the President and CEO to submit the Early Head Start non-competing continuation grant application and all of its supporting documents for the 2023-2024 program year. Approval for this resolution confirms Board’s involvement in the development of the grant application. Ms. Torres provided examples of Board’s involvement, such as participating in the self-assessment, developing the program goals, developing the school readiness goals or participating in the recruitment and selection plan meeting. This resolution includes all parts approved in other resolutions, such as the budget, training and technical assistance plan, self-assessment plan and improvement plan, and recruitment and selection plan. Ms. Torres reviewed all of the changes to the grant application narrative making special emphasis on how the program intends to use the Cost of Living Adjustment, the Quality Improvement funds, and the request for a non-federal share waiver.
Belkis Torres reported that Every year the Early Head Start program must submit an application and various documents to receive the funds for the following year. The Office of Head Start requires the approval and involvement of the Board and Policy Council in the development of the grant application. Some examples of involvement include Board members participating in the self-assessment, in developing the 5-year program goals and school readiness goals, and the discussions and recommendations made during committee and Board meetings. This resolution is a continuation application which means the program is required to provide any changes on the prior applications sent for this 5-year project. While the background provides all of the changes being submitted, there are three (3) important items in the application that I would like to call your attention to.

1. The program will be receiving 5.6% Cost of Living Adjustment. A little over ½ of the cost of living adjustment is being used to increase the childcare partners’ daily child rate by 5.6% on the federal funds. The partners are required to use the funds to increase staff salaries and any remaining funds would be used to cover any operation cost increases.

2. The program will be receiving Quality Improvement funds. One allowable use of the funds that reflects the Office of Head Start priority is to increase staff compensation. The ELC will use these funds to increase staff salary for staff retention and provide competitive wages to attract qualified applicants for positions that are currently vacant.

3. Early Head Start programs are given the option by the Office of Head Start to submit a non-federal share waiver in advance with their application. By including the request as part of the application, the program will be assured advance approval should we not attain the required nonfederal share. The program is requesting a waiver for $2,000,000 of the required 3,000,847. The program continues to maximize the nonfederal share as much as possible.

Chereen Coile asked for a motion to approve the resolution.
- Motion to approve by L. Chant
- Motion seconded by M. Bruno
- Motion passed unanimously

• EHS Training and Technical Assistance Plan 04032023-07
  Authorize the President and CEO to submit the Early Head Start Training and Technical Assistance Plan with the Early Head non-competitive, continuation grant application, and implement the plan for the 2023-2024 program year.

The second resolution 0403202-07 is to Authorize the President and CEO to submit the Early Head Start Training and Technical Assistance Plan with the Early Head non-competitive, continuation grant application, and implement the plan for the 2023-2024 program year. Ms. Torres explained the plan includes seven (7) goals targeted to
parent education and staff professional development. The background of the resolution provides a chart with the training topics or technical assistance activities associated with each goal. The trainings are grouped by a common focus. Goals one (1) through five (5) focus on parents and staff gaining a better understanding of a child’s development and expanding their knowledge of the available community resources. Goals six (6) and seven (7) focus on eating well and promoting a healthy lifestyle.

Belkis Torres provided an overview of this resolution. The plan includes 7 goals targeted to parent education and staff professional development. The background of the resolution provides a chart with the training topics or technical assistance activities associated with each goal. The trainings are grouped by a common focus. Goals 1 through 5 focus on parents and staff gaining a better understanding of a child’s development and expanding their knowledge of available community resources. Goals 6 and 7 focus on eating well and promoting a healthy lifestyle.

Chereen Coile asked for a motion to approve the resolution.
  o Motion to approve by I. Strachan
  o Motion seconded by Dr. Armstrong
  o Motion passed unanimously.

D. Provider Services Committee Report 3/30/2023

Dr. Fluney reported that the Provider Services Committee Meeting was held Thursday, March 31, 2023. We have conducted two Provider Services meetings since the last board meeting. (February 16, and March 31)

CLASS Assessment Updates were provided to the committee. American Rescue Plan Act ARPA updates were also provided.
We had round table discussions as with every meeting.

The committee held Provider Hearings at both meetings. Bob de la Fuente provided detailed information on the hearings.

IX. Community Report

Evelio Torres provided information n reference to the Legislative Updates. Mr. Torres introduced Fiorella A. Christie who updated the board on CLASS® Assessments. Victor Caballero provided the board with American Rescue Plan Act updates.

X. Public Comments

Matthew Bruno
Adjourn

Meeting Dates:

ELC Board of Directors Meeting: June 5 2023; 9 A.M. ELC Headquarters and via Zoom
Lifetime Achievement Award Recipient

Daniel Armstrong, PhD

Professor & Executive Vice Chair,
Department of Pediatrics
Director,
Mailman Center for Child Development
University of Miami Miller School of Medicine
BreastfeedMIAMI Advocate Award

PRESENTED TO

Evelio Torres
Early Learning Coalition of Miami-Dade/Monroe

for your relentless contribution and advocacy for breastfeeding support Miami-Dade County families

May 23, 2023
Molly Grant is the Executive Director for the Association of Early Learning Coalitions. She has been an advocate for Florida’s youngest learners for over a decade. Molly started her career in the Florida Senate specializing in policy development and legislative analysis. It was in this role that she found her passion for early learning policy. She increased her specialty in this policy field by joining the Office of Early Learning within the Florida Department of Education. In the Department she worked extensively on state policy development, the development of the Child Care Development Fund Plan and implementation and analysis of legislative and federal changes to early learning programs. Additionally, Molly led the statewide implementation of the health and safety regulatory changes within the School Readiness Program as well as the statewide Expulsion Prevention Training Initiative. During her tenure she also served as the project Manager for the Preschool Development Grant, managing the implementation of over 45 projects and $8.52 million in federal funding. An honor graduate of Florida State University with a degree in Social Science and Masters degree in Public Policy and Administration, and driven by a passion for children and early childhood education, Molly is currently working toward a second degree in Family and Child Sciences. She is also certified as a Pre-K CLASS® Observer, and recognized in the State of Florida as a Certified Contract Manager.
Jessica Fowler | Deputy Executive Director | Association of Early Learning Coalitions

Jes’ career in education began in 2014 at the Florida Department of Education, spearheading special projects across early learning programs within the Division of Early Learning. In 2019 Jes began working in the Legislative Process, serving as Deputy Legislative Affairs Director where she advocated across all educational silos for students and educators on significant policies and historical reforms and investments in Florida. In 2022, Jes was recognized by Florida Politics as a “30 under 30” Rising Star of Florida Politics.

In her current role as Deputy Director for the Association of Early Learning Coalitions, Jes works to elevate the importance of continued investment in Florida’s youngest learners and early childhood educators. She holds a Bachelor of Science in Interdisciplinary Social Sciences from Florida State University.
2023 Legislative Wrap-Up

Areas of Focus:
• Priority Bills
• Budget Highlights/Challenges
Priority Bills Passed:

**SB 246/HB 121 - Florida Kidcare Program Eligibility:** These identical bills increase the income eligibility threshold for the Florida Kidcare program from 200% to 300% of the Federal Poverty Level (FPL).

**Effective:** upon becoming a law

**SB 676 – Level 2 Background Screenings:** Currently, persons who change employers within the early learning and K-12 fields often must undergo a duplicative background screening/fingerprinting process. This bill will help eliminate that duplication by ensuring that education entities share active background screening data through the Clearinghouse. This bill will also strengthen the background screening standards of education entities for individuals who have direct contact with students, and noninstructional contractors that have access to school grounds when students are present by replacing the list of disqualifying offenses with the Level 2 screening standard under s. 435.04(2). Effective: 07/01/24

**SB 2500 – Appropriations:** Provides funding for the 2023-2024 fiscal year and also provides the nonrecurring sum of $315,000,000 from the American Rescue Plan Child Care and Development Block Grant Trust Fund to the Department of Education to implement the Discretionary Grant Program for ELCs and School Readiness Providers. Effective: 07/01/23

**SB 2502 – Appropriations:** Implements the 2023-2024 General Appropriations Act; adopted language that removes the provisions that would disqualify a Voluntary Prekindergarten provider based on a failure to meet minimum program assessment composite scores for the 2023-2024 fiscal year. Effective: 07/01/23

**HB 5101 – Education:** The bill creates the Educational Enrollment Stabilization Program to provide $350 million in supplemental state funds as needed to protect public school districts and charter schools from financial instability as a result of changes in enrollment throughout the school year due to the expansion of the school choice voucher system. This bill also amends the School Readiness funding formula to replace the district cost differential with the Comparable Wage Factor (CWB). Effective: 07/01/23

Priority Bills That Did Not Pass:

**SB 990 – Child Care and Early Learning Providers:** This bill originally contained language that would have provided a tax credit for corporations who established and operated a child care facility or paid for child care on behalf of an employee. However, this language was removed from the bill before it ultimately died in Appropriations.

**SB 884 - Child Care Services:** This bill would have required the Dept. of Education to provide a scholarship for families that were above 150% FPL and under 200% to qualify for the School Readiness program. (only children from 18 months to 4 years old would be eligible) DO WE NEED THIS???
### Highlights:

- **$100M increase in funding to the School Readiness program.**

- **$77M in non-recurring funds were provided to the Dept. of Education to support ELCs in their efforts to sustain and expand School Readiness services for eligible families.**

- **The VPK Base Student Allocation (BSA) was increased by $138 for the school year and increased by $118 for the summer.**

### Challenges:

- **$100M incentive for providers that committed to paying their VPK teachers a minimum of $15/hr. was not included in this year’s budget. This change results in a $480 net decrease for the school year and a $410 net decrease for the summer for providers that opted into $15/hr. supplemental BSA in 2022-2023.**

- **$77M funding to sustain School Readiness enrollments is non-recurring. Miami-Dade/Monroe must continue to advocate for recurring funds to avoid the disenrollment of children of low-income working families. **DO WE NEED THIS???

---

### 2023-2024 School Readiness & Voluntary Prekindergarten Allocations

<table>
<thead>
<tr>
<th>PreK-12 Education Appropriations</th>
<th>2022-23 Final GAA</th>
<th>2023-24 Final GAA</th>
<th>Difference over 22-23</th>
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## 2023-2024 Voluntary Prekindergarten Allocations

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<th>Early Learning Coalition</th>
<th>2020-2021</th>
<th>2021-2022</th>
<th>2022-23 BSA + Supplemental BSA for $15/hr</th>
<th>2023-24 FINAL (NO SUPPLEMENTAL BSA FOR $15/HR.)</th>
<th>Net decrease to BSA for providers that opted into $15/hr supplemental BSA</th>
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| Total Allocations       | $412,158,049| $408,568,112| $453,417,542 | $427,003,731                           |                                                             |
## 2023-2024 School Readiness Allocations

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Alachua</td>
<td>$12,715,595</td>
<td>$7,267,290</td>
<td>$5,448,305</td>
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<td>$12,715,595</td>
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<td>Brevard</td>
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<td>Florida’s Heartland</td>
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<td>-</td>
<td>$12,394,412</td>
<td>$12,394,412</td>
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<td>Florida’s Gateway</td>
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<td>Miami-Dade &amp; Monroe</td>
<td><strong>$134,451,468</strong></td>
<td><strong>$112,234,696</strong></td>
<td><strong>$22,216,772</strong></td>
<td>-</td>
<td><strong>$134,451,468</strong></td>
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<td>Nature Coast</td>
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<td>-</td>
<td>$10,512,057</td>
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<td><strong>$889,927,228</strong></td>
<td><strong>$771,022,426</strong></td>
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</table>
A dedicated advocate for education equity, Pough has led national, state, and local programming and fundraising initiatives to create and expand access to educational and career opportunities for students from Pre-K to Higher Ed. Chanelle is currently the Executive Director of the Florida Early Learning Corps, an early literacy intervention model that prepares hundreds of Florida preschoolers for Kindergarten. Previously, Chanelle served as the Director of Program Partnerships & Communications for Breakthrough Miami. She has also served as the Director of Strategic Partnerships for The Children's Movement of Florida. Chanelle earned a Master's Degree in Public Policy from the University of Minnesota, and a Bachelor of Science degree in Sociology from the University of Wisconsin-Madison. Chanelle has served on the Board of the Pace Center for Girls in Wilton Manors, FL, and has volunteered with several community-based organizations. Chanelle and her husband, Quentin, are proud residents of Pembroke Pines where they spend weekends exploring South Florida parks and nature trails with their three-year-old daughter, Lauren.
Deontre’ Clayton | Director of Florida Programs | Early Learning Corps

Deontre' Clayton is a true servant leader who practices relational and authentic leadership and works to provide students with equitable opportunities. He currently serves as the Director of Florida Programs for Florida Early Learning Corps (formerly Florida Reading Corps) and has served with the organization since June 2018.

Deontre' has previously served as a middle school English Language Arts teacher with Miami-Dade County Public Schools, served in the Student Life Department at the Seed School of Miami, served as a Community Involvement Specialist with Florida International University's Afterschool-All-Stars program, and has held various summer positions with Achieve Miami, Teach for America-Miami, and Breakthrough Collaborative-Miami.

Deontre’ received a Bachelor of Science in Criminal Justice from North Carolina A&T State University, an Executive Master of Public Administration from Texas Southern University, a Master of Education in Education Leadership from Teachers College, Columbia University, and he's currently pursuing his Ed. D in Leadership from Union Institute and University.
Early Learning CORPS

Closing South Florida’s Kindergarten Readiness Gap through Evidence-Based, High-Dosage Tutoring

Early Learning Coalition of Miami-Dade/Monroe
Board of Directors
June 5, 2023
Ampact - AmeriCorps in Action

14 STATES
2,000 TUTORS SERVING
50,000 STUDENTS ANNUALLY
OUR VISION:

The vision of Florida Early Learning Corps is to ensure that 100% of Florida children are prepared for Kindergarten and on track to be proficient in reading and math by the end of 3rd grade.
Meeting Milestones

Foundation for Growth

Reading by 3rd Grade

Math by 8th Grade

Grade: Pre K  K  1  2  3  4  5  6  7  8
Early Learning Corps: Supports Age 3 to Kindergarten

**PRE-K SETTINGS**

- Tutors are embedded in classroom and collaborate with teaching team
- Spend their days helping children talk, read, write, sing and play in order to develop early literacy skills and get ready for Kindergarten.
1. High-Quality Training

Before School Begins

Ongoing Sessions & Support Throughout the Year

ONGOING SESSIONS & SUPPORT THROUGHOUT THE YEAR
Evidence-Based Interventions
Expert Training & Coaching
Measurable Progress You Can See

Intervention Change

Johnny, PreK

- Letter Sounds
- Letter Names
- Picture Names
Student Confidence
2022-23 Early Literacy Tutor Placements (12)
Early Learning Coalition of Miami-Dade/Monroe

- Easterseals of South Florida Caleb Center (1)
- Easterseals of South Florida Culmer (2)
- Easterseals of South Florida Ophelia E. Brown-Lawson (3)
- Excel Kids Academy (2)
- InterAmerican Learning Center (3)
- Liberty Academy (1)
“Brenda works with five students from the VPK class who need extra support. These children have improved in phonics and math. When the tutor reads books aloud, all children have started asking more questions about the books - especially the target students. During small group time, when the teachers are working with students, Brenda uses this time to work with her target students so that they can get the most out of small group instruction.

Ms. Leonor and Ms. Maria are so thankful to have Brenda as a part of their instructional team this year, and they are sure that these students will be better off next year after getting the extra tutoring.”

Shaleen Fagundo, Owner/Director — Interamerican Leaerning Center
Our Regional Impact

6,700
STUDENTS SERVED

85%
OF STUDENTS MET GRADE LEVEL TARGETS

100k
TUTORING SESSIONS DELIVERED
Action Requested: Approval of the Early Learning Coalition’s Fifth Amendment to the Annual Budget for fiscal year 2022-2023.

Fiscal Impact: Net increase of $1,886,495 to the Current Approved Budget, for a new total budget of $501,398,797.

Funding Source(s): U.S. Department of Health and Human Services, Administration for Children and Families, Florida Department of Education, Division of Early Learning.

Strategic Goal:  ☐ Neediest Children  ☐ Providers  ☐ Youngest Children  ☒ Funding  ☐ Educate All  ☐ ELC Operations

RESOLUTION: 06052023-01


WHEREAS, the Board of the Early Learning Coalition of Miami-Dade/Monroe, Inc. (the “Board”) has been apprised of the program goals through the attached narrative, hereby incorporated by reference and the Finance Committee is in agreement with the goals described therein;

WHEREAS, the Finance Committee recommends approving this action and has presented said action to the Board for adoption and approval;

WHEREAS, the Board approves the adoption of this action;

NOW, THEREFORE, be it resolved by the Board to approve of the Early Learning Coalition’s Fifth Amendment to the Annual Budget for fiscal year 2022-2023.
The foregoing resolution and attachment was offered by __________, who moved its approval. The motion was seconded by __________, and upon being put to a vote, the vote was as follows: ________________.

The vote was recorded as listed in the attached roll sheet.

The chairperson thereupon declared this resolution duly passed and adopted this 5th day of June, 2023.

EARLY LEARNING COALITION
OF MIAMI-DADE/MONROE, INC,

By: __________________________
Board Secretary
Background:

Please see below the 5th budget amendment to the approved annual budget for fiscal year 2022-2023. This amendment adds $1,886,495 in our funding for our 2022-2023 fiscal budget.

<table>
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<tr>
<th>SCHOOL READINESS</th>
<th>VOLUNTARY PREKINDERGARTEN</th>
<th>EARLY HEAD START</th>
<th>THE CHILDREN'S TRUST</th>
<th>Other</th>
<th>TOTAL</th>
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<td>Other</td>
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**ACRONYM DEFINITIONS:**

- **QPI** QUALITY PERFORMANCE INCENTIVE DIFFERENTIALS
- **CARES** CORONAVIRUS, AID, RELIEF, AND ECONOMIC SECURITY ACT
- **CRRSA** CORONAVIRUS RESPONSE AND RELIEF SUPPLEMENTAL APPROPRIATIONS ACT
- **ARPA** AMERICAN RESCUE PLAN ACT
- **PDG** PRESCHOOL DEVELOPMENT GRANT SERVICES
- **ESSER II** ELEMENTARY AND SECONDARY SCHOOL EMERGENCY RELIEF II ACT
- **COLA** COST OF LIVING ADJUSTMENT
Action Requested: Authorize the President and CEO to release a Request for Proposal (RFP) to select qualified proposers to facilitate and provide assessment services using the Classroom Assessment Scoring System® (CLASS) for Miami-Dade and Monroe Counties.

Fiscal Impact: An approximate amount of $672,350 per fiscal year, which is subject to the availability of funding.

Funding Source(s): U.S. Department of Health and Human Services, Administration for Children and Families, Florida Department of Education Division of Early Learning.

Strategic Goal: ☒ Neediest Children ☒ Youngest Children ☒ Educate All ☐ Providers ☐ Funding ☐ ELC Operations

RESOLUTION: 06052023-02

AUTHORIZE THE PRESIDENT AND CEO TO RELEASE A REQUEST FOR PROPOSAL (RFP) TO SELECT QUALIFIED PROPOSERS TO FACILITATE AND PROVIDE ASSESSMENT SERVICES USING THE CLASSROOM ASSESSMENT SCORING SYSTEM® (CLASS) FOR MIAMI-DADE AND MONROE COUNTIES.

WHEREAS, the Board of the Early Learning Coalition of Miami-Dade/Monroe, Inc. (the “Board”) has been apprised of the program goals through the attached narrative, hereby incorporated by reference and the Finance Committee is in agreement with the goals described therein;

WHEREAS, the Finance Committee recommends approving this action and has presented said action to the Board for adoption and approval;

WHEREAS, the Board approves the adoption of this action;

NOW, THEREFORE, be it resolved by the Board to authorize the President and CEO to release a Request for Proposal (RFP) to select qualified proposers to facilitate and provide assessment services using the Classroom Assessment Scoring System® (CLASS) for Miami-Dade and Monroe Counties.
The foregoing resolution and attachment was offered by ___________, who moved its approval. The motion was seconded by ___________, and upon being put to a vote, the vote was as follows: ____________________.

The vote was recorded as listed in the attached roll sheet.

The chairperson thereupon declared this resolution duly passed and adopted this 5\textsuperscript{th} day of June, 2023.

EARLY LEARNING COALITION
OF MIAMI-DADE/MONROE, INC,

By: __________________________
Board Secretary
**Background:**

The State Legislature enacted House Bill 1091 in November 2018, an act relating to early learning, which requires the implementation of observation-based program assessment prior to contracting with the Early Learning Coalition of Miami-Dade/Monroe, Inc. for School Readiness services. The State Legislature also enacted House Bill 419 in September 2022, the implementation of observation-based program assessments for all Voluntary Prekindergarten Classrooms.

The Division of Early Learning, under the Florida Department of Education, has identified the Classroom Assessment Scoring System® (CLASS) as the designated program assessment measure and has delegated completion of these assessments to coalitions across the state. The Early Learning Coalition of Miami-Dade/Monroe is requesting services from individuals in the community who have the relevant knowledge and experience around the Classroom Assessment Scoring System® to support this initiative. Eligible vendors must be reliable in all three tools (e.g. CLASS Infant, CLASS Toddler, and CLASS Preschool) and must maintain reliability and calibration while providing the above-referenced services.

<table>
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<th>Total Contracted Amount FY 21-22</th>
<th>Total Contract Amount FY 22-23</th>
<th>Proposed Contract Amount FY 23-24</th>
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<td>$538,030</td>
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* In previous years, vendors were obtained through State Contracted entities. This will be the first time releasing an RFP.
Action Requested: Authorize the President and CEO to implement the Early Head Start COVID-19 Mitigation Policy as required by the U.S. Department of Health and Human Services through the Administration for Children and Families Program Instruction ACF-PI-HS-23-01.

Fiscal Impact: No Fiscal Impact.

Funding Source(s): U.S. Department of Health and Human Services Administration for Children and Families.

Strategic Goal: ☐ Neediest Children ☐ Providers
☐ Youngest Children ☐ Funding
☐ Educate All ☒ ELC Operations

RESOLUTION: 06052023-03

Authorize the President and CEO to implement the Early Head Start COVID-19 Mitigation Policy as required by the U.S. Department of Health and Human Services through the Administration for Children and Families Program Instruction ACF-PI-HS-23-01.

WHEREAS, the Board of the Early Learning Coalition of Miami-Dade/Monroe, Inc. (the “Board”) has been apprised of the program goals through the attached narrative, hereby incorporated by reference and the Program, Policy, and Strategy Committee is in agreement with the goals described therein;

WHEREAS, the Program, Policy, and Strategy Committee recommends approving this action and has presented said action to the Board for adoption and approval;

WHEREAS, the Board approves the adoption of this action;

NOW, THEREFORE, be it resolved by the Board to authorize the President and CEO to implement the Early Head Start COVID-19 Mitigation Policy as required by the U.S. Department of Health and Human Services through the Administration for Children and Families Program Instruction ACF-PI-HS-23-01.
The foregoing resolution and attachment was offered by ___________, who moved its approval. The motion was seconded by ___________, and upon being put to a vote, the vote was as follows: _______________________.

The vote was recorded as listed in the attached roll sheet.

The chairperson thereupon declared this resolution duly passed and adopted this 5th day of June, 2023.

EARLY LEARNING COALITION
OF MIAMI-DADE/MONROE, INC,

By: ___________________________
Board Secretary
Background:

On January 6, 2023, a Program Instruction was issued requiring all Head Start programs to protect children, families, and staff from infection and illness by developing an evidence-based COVID-19 mitigation policy in consultation with their Health Services Advisory Committee that can be scaled up or down based on the impacts or risks of COVID-19 in the community. The Program Instruction defines evidenced-based as an umbrella term that refers to:

using the best research evidence (e.g., found in health sciences literature) and clinical expertise (e.g., what health care providers know) in content development. Integrating the best available science with the knowledge and considered judgements from stakeholders and experts benefits Head Start children, families, and staff.

The COVID-19 mitigation policy should be informed by objective evidence and findings from research and expert recommendations from public health authorities such as the U.S. Centers for Disease Control and Prevention (CDC) and state, tribal, local, and territorial health departments. Head Start and Early Head Start Programs were asked to consider guidance from the Center for Disease Control and Prevention, health departments, universities, professional health organizations, and Caring for Our Children health and safety standards.

Regulations:

ACF-PI-HS-23-01
COVID MITIGATION POLICY

Regulation Reference:
ACF-PI-HS-23-01
Caring for Our Children 3.6.1.1 Inclusion/Exclusion/Dismissal of Children

Policy:
This policy is to mitigate the spread of COVID and protect children, families and staff from infection and illness.

Procedure:
Community Levels Response
The program will follow State, local, and agency procedures corresponding to local levels.

Prevention strategies
Children, families, legal guardians, staff, volunteers, contractors, and visitors who are experiencing any of the symptoms below or have been exposed to someone who tested positive for COVID should first check with their primary medical doctor to confirm whether or not they need a COVID test or follow the advice from the Center for Disease Control and Prevention (CDC).

- COVID-19 symptoms, include but are not limited to:
  - Congestion, runny nose or other allergy like symptoms
  - Sore throat
  - Headache
  - Fever (100.4°F/38°C or higher);
  - feeling feverish (chills, sweating)
  - As new variants develop, new symptoms may appear. Refer to the complete list [Symptoms of COVID-19 | CDC](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html)

Anyone exhibiting COVID-19 symptoms, waiting for results of a COVID-19 test, have been exposed to COVID-19, or have been recently diagnosed with COVID-19 and not yet cleared to return may not return to the classroom unless a negative COVID test is provided or otherwise cleared by the medical provider.

Children, families, legal guardians, staff, volunteers, contractors, and visitors who arrive in the program with symptoms, or develop symptoms while in care should wear a well-fitting mask while in the building and be sent home to consult with a doctor about getting tested. Any person electing not to wear a well-fitted mask must leave the premises immediately.

Children, families, staff, volunteers, contractors, and visitors exposed to COVID-19 or develop symptoms, should consult with a doctor about getting tested.

There is overlap between COVID-19 symptoms and other common infectious childhood illnesses. Therefore, follow the program illness exclusion guidelines.

Exposure
- Children, families, legal guardian, staff, volunteers, contractors, and visitors experiencing COVID-19 symptoms, would need to see a physician to determine if COVID testing is required.
- Children or staff who have COVID-19 will require a negative test prior to the child or staff returning.
- The center must disinfect the indoor area where the infected staff or child is located or has visited and disinfect the outdoor area.
- All high touch areas located in common areas will also be disinfected (i.e. reception room, applicable bathrooms, staff lounge area, etc.)
- All actions taken to disinfect the center must be documented on the EHS Incident/Accident Report on the link below:
  (https://elcmiami.webauthor.com/go/frx_ehs_incidentaccident_reporting/default.cfm)
- If children, families, legal guardian, staff, volunteers, contractors, and visitors were exposed to COVID-19 and do not have symptoms, they must follow the CDC guidance on testing.

Communication Process
- When someone has tested positive, a designated person from the center will be responsible for advising parents and staff of the potential exposure without naming who tested positive.
- If conditions; federal, state, and local guidance; and/or procedures change, the designated person from the center will be responsible for advising parents of the changes and the new procedure(s) to ensure the safety of all. Proof that parents were advised of the changes must be obtained. Proof can be in the form of a signed document, text, email, or video from the parent. Notices may be posted in addition to the advising parents.
- The owner or director will be responsible for advising the program’s administration by completing the EHS Incident/Accident Report on the link below:
  (https://elcmiami.webauthor.com/go/frx_ehs_incidentaccident_reporting/default.cfm)
- The owner or director will be responsible for advising the local health department.
Communications Updates

Michelle Meilan M.Ed.
Quality Assurance and Communications Director
mmeilan@elcmdm.org
Communications Key Points

Out and About
- Early Learning Coalition hosted a Children’s Week event in Miami-Dade

Outreach Efforts
- Armstrong Creative grassroots campaign
- M Network outreach campaign

Monroe Centered Social Media Campaign Continues
- Chamber events
- Instagram posts
M Network - Outreach Efforts

Billboards
(Miami-Dade)
M Network - Outreach Efforts

Bus Wraps and Inserts (Miami-Dade)
M Network - Outreach Efforts

Bus Wraps (Miami-Dade)
M Network - Outreach Efforts

Metrorail Platform Digital Messages (Miami-Dade)
M Network - Outreach Efforts

Bus Shelters (Monroe County)
1 in Key Largo
1 in Hawks Cay
1 in Marathon
1 in Big Pine
2 in Key West
Radio Spots
The Early Learning Coalition aired informational radio spots in English, Spanish and Creole.
Hello Team ELC Miami-Dade/Monroe,

We are proud to announce that The ELC Miami-Dade Monroe Digital Ad Campaign created by The M Network is an American Digital Design award winner in the 2023 Graphic Design USA’s (GDUSA) Design Showcase.

Once we have a plaque, we will send it your way! Thank you for allowing us to do good work for ELC Miami-Dade/Monroe.
Outreach Efforts

Direct mail postcards
Sent to 6,600 families in target zip codes
Armstrong Creative
Brand Ambassador Recap – April 2023

• Grassroots

• Our brand ambassadors secured placement at over 65 new locations and replenished collateral at over 35 previously visited locations. During the month of April, Brand Ambassadors primarily focused on retail locations including gas stations, supermarkets, restaurants, laundry mats and other local businesses. Brand Ambassadors targeted areas identified as having the highest need. Each location and area are listed below.
Armstrong Creative
Brand Ambassador Recap – April 2023

Events
Our brand ambassadors attended one informal event and canvassed at five locations.
• 1. Simply Healthcare: Hialeah, 4/19 - Approximately 100 people (Resource Event)
• 2. Pepper Park: Opa Locka, 4/13 - Approximately 50 cars
• 3. Food Truck Wednesdays: North Bay Village, 4/24 - Approximately 75 cars
• 4. Farmers Market: Legion Park, 4/08 - Approximately 75 cars
• 5. Cars and Coffee: Miami International Mall 4/23 - Approximately 150 people
• 6. Sweet Home Missionary Baptist Church: Richmond Heights, 4/30 - Spoke with 300 +/- parishioners & distributed literature to approximately 50 people

In addition, our brand ambassadors tabled at two formal events.
• 1. Coral Gables Museum: Coral Gables, 4/01 - 250 +/- in attendance (Scavenger Hunt)
• 2. King Jesus Ministry: Miami, 4/08 - 1000 +/- in attendance (Community Health Fair)

Partnerships
During the month of April, the ACC team was able to align ELC with 3 new advocates. Discussion topics included future outreach and canvassing opportunities.
• 1. Mother’s Fighting for Justice
• 2. South Miami Community Redevelopment Agency
• 3. Sweet Home Missionary Baptist Church
Armstrong Creative
Brand Ambassador Recap – April 2023 LED Truck
Getting the Attention Media – Monroe Outreach
Outreach Events

May
• Summer Kick-Off with Miami-Dade Public Schools - May 6, 2023
Ambassador Visits

- Ambassador Day was held on May 19, 2023
- 17 Early Learning Coalition Team Participants
- Each participant visited two/three providers
Early Care and Education Partner Visits

- CARE Elementary - May 23, 2023
- True North Early Learning Academy at Galloway - May 15, 2023
- Children’s Learning Center of Richmond Heights - May 15, 2023
- ABF Learning Center - May 15, 2023