Communication & Engagement

Institute for Emerging Issues
Kidonomics 2018
Agenda

Introductions
EC Background
Communication and Engagement: The Challenge
Value Proposition Exercise
Strategic Communications and Engagement in Action: Panel
What is Early Childhood?
Early Childhood: The Head vs. The Heart

Child care is a work support for working parents (traditional) vs.

Child care is early childhood education (now)
Early Childhood: In Practice

Work → Education → Development

"Day care" "Babysitting" → Early education, learning, literacy → Health and special needs → Brain science and emotional development
Communications and Engagement

The Challenge
Objective: Telling Your Story

**My Story.** What can I say about my value?

**My Goal.** What am I looking to achieve?

**My Audience.** Who are the “costumers” I’m selling to?

**My Message.** What’s the best way to deliver my “product”?
Objective Statement

For ____________________________ (target customer), who

______________________________________________

______________________________________________

______________________________________________

_________ (statement of need or opportunity), _________

______________________________________________

______________________________________________

______________________________________________

_________ (product/service category)

______________________________________________

______________________________________________

______________________________________________

_________ (statement of benefit).

______________________________________________
Objective Statement

For **IEI Workshop Participants** *(target customer)*, who are seeking a clear value proposition for early childhood education and resources for community engagement and marketing *(statement of need or opportunity)*, **this** workshop is an opportunity *(product/service category)* that will provide practical tools for your organization to communicate your story and engage with your audience *(statement of benefit)*.
Understanding Your Audience
Children  
“I want to learn and have fun”  

Parents  
“I want my child to have a safe place to learn, grow and be prepared for kindergarten”
Child Care Provider

“I want to create a high-quality nurturing environment for children to grow and learn”

Community Support Organizations

“I want to create healthier, stronger families and communities”
State Agency, Policy Maker

“I want to support low-income families by providing child care subsidies, so parents can work”

“I want to support all families by providing a system of resource for young children”
Advocates, Foundations, Investors

“I want to support a thriving community”

Businesses

“I am looking for a pipeline of highly qualified employees and a supportive work environment for working parents”
Value Proposition
Value Proposition Exercise
Value Proposition Exercise

First sentence – Value of Early Childhood Education and Offerings:
For __________________________ (target customer), who __________________________ (statement of need or opportunity), early childhood education is __________________________ (product/service category) that __________________________ (statement of benefit).

Second sentence – Value Positionings:
Unlike __________________________ (main competitive alternative), early childhood education __________________________ (statement of benefit).
Discussion
Strategic Communications and Engagement in Action

Early Childhood Strategic Communications & Engagement Panel
Panel Members

Marni Eisner
_Director_
Great Expectations at MDC

Nora Ferrell
_Director of Communications_
Kate B. Reynolds Charitable Trust

Jessica Lowery
_Executive Director_
Robeson County Partnership for Children, Inc.

Ryan White
_Consultant_
Public Consulting Group, Inc.
Here’s what we learned

50%
Over 50% of Latino families reported they could not afford a needed medical appointment.

35%
Over 35% of African American families reported struggling to pay rent and finding work.
Here’s what we learned

Programs in Forsyth County could operate more efficiently if they had a mechanism to share data about who they were serving and where to refer families in need of supplemental services.
Takeaway

Communications and Engagement Plan
Takeaway Template

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Table of Contents
Communications and Engagement Overview ........................................... 2
Goals ........................................................................................................... 3
Audience .................................................................................................... 4
Strategy ..................................................................................................... 5
Channels ................................................................................................... 6
Schedule ................................................................................................... 7
Measurement ............................................................................................. 8
Objective

For **IEI Workshop Participants** (target customer), who are seeking a clear value proposition for early childhood education and resources for community engagement and marketing (statement of need or opportunity), **this** workshop is an opportunity (product/service category) that will provide practical tools for your organization to communicate your story and engage with your audience (statement of benefit).
Contact Information

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