FIRST STEPS

Getting children ready for school.

SOUTH CAROLINA

November Leadership Webinar

November 10, 2015
3:00-4:30 PM
To access this meeting by voice, please dial 888-537-7715, participant code 52045398#

Today's Agenda

1. *Welcome and Roll Call- Debbie*
2. *Summit Recap- Susan*
3. *I CAN Public Information Campaign – Dave*
4. *Legislative Update - Susan*
5. *SCANPO PRESENTATION*
6. *Announcements and Key Dates--Debbie*

Chairmen’s Early Childhood Summit Recap

The 2015 Chairmen's Early Childhood Summit

I CAN CAMPAIGN

[I CAN]

POWERED BY
FIRST STEPS

I CAN: PREP (NOVEMBER)

- **CAPTURE I CAN MESSAGES: ETV/SUMMIT**

- **Design Phase 1 Ads featuring Ready Learner "I Can" statements**
  - signs
  - billboards
  - radio
  - online
  - TV/YouTube

I CAN: Phase One (DECEMBER)

PRESS CONFERENCE ON THE READY LEARNER

- December 3 ANNUAL MEETING

YARD SIGN BLITZ/SIMPLE WEBSITE

- December 3 statewide

LEGISLATIVE OUTREACH

- Mailers (READY LEARNER) ARRIVE December 4 statewide
- Schedule I CAN PHOTO and message w local legislators

BILLBOARDS/MEDIA featuring CHILDREN

- Stock images to highlight the PROFILE OF THE READY LEARNER (Throughout December)

I CAN: Phase TWO (JAN-FEB)

BILLBOARDS/MEDIA featuring ADULTS

- Custom **I CAN** images to highlight what adults can do to support the READY LEARNER (Example below)

EDITORIALS STATEWIDE

- **I CAN** messages and ready child/ready community theme
- Reinforcement messages of what First Steps is doing in each community/statewide

EXAMPLE: KEN's I CAN Message

I CAN: Phase THREE (MARCH-APRIL)

COMMITMENTS

- I DID… (vs I CAN)

WEEK OF THE YOUNG CHILD OPPORTUNITY

- April 10-16

Legislative Update

SCANPO PRESENTATION

ANNOUNCEMENTS

- Final Joint Citizens Legislative Committee on Children Public Hearing

  Tuesday, November 17th, 4:30-7:30

  105 Gressette Building

  Statehouse Grounds

- FY 15 Partnership Annual Reports posted to First Steps Website

Key Partnership Dates

- **December 3:** SC First Steps Annual Meeting
- **January 19**: First Steps Monthly Leadership Webinar
- **February 16:** First Steps Monthly Leadership Webinar
- **March 9-11**: SCANPO – South Carolina's Nonprofit Summit
- **April 10-16:** Week of the Young Child 2016