

**HCYC & ELC Public Will**  
**January 11, 2011, 11:30am to 1:30p**  
**Hanahau'oli School**

**Present:** Dave Tom, Kanoë Nāone, Nonie Toledo, Chuck Larson, Kau'i Pratt and Ka'ina Bonacorsi.

**Absent:** Melodie Vega, Liz Chun and Christina Cox

### **Funding for Public Will Campaign**

- GBA has received funding from a national foundation to fund the PW campaign over a 4 year period.
- A local foundation has also pledged some matching monies over a 3 year period.
- Separate grant requests are being submitted to local foundations
- Some of the moneys received will help to fund promotional materials including public messaging and polling. Liz is in conversation with research company to conduct polling.
- Another successful public will initiative that polling be done first before PW moves forward with appointing a chair and steering committee to get a better idea of what the public wants and to strengthen their requests.
- GBA will lead efforts and call upon Sergio Bendixen for help with questions/strategies for polling.
  
- Presentation of PW campaign was given to a business organization
- Purpose of meeting was to present platform of ELC and to get support to recruit a chair. One business leader was approached to be appointed as chair but declined. PW is now looking at others to fill that position.
- Response from organization was positive with further questions.
- Committee to bring back more data points to strengthen presentation. Chuck suggested that data used be impactful and meaningful to frame issues correctly. It should also describe consequences if no action is taken.
- The committee broke up the questions and answered some. (Refer to last page for list of questions and answers)
- Nonie recommended that the questions be answered and fed back to business organization by the end of next week (1/17). *Dave will answer and complete questions and then send out a draft to committee for approval.*
- Questions and requests for more information:
  - Would love to know more info on campaign which leads up to 2012 legislative session. What the expectations are and how will the council ensure success? How will the \$1 million be spent?
  - Information on the management of the funds (process infrastructure for establishing priorities and getting input on the priorities, governance, etc.) if legislation is successful.
- *Dave will help to answer these questions.*

### **Chamber of Commerce**

- Nonie mentioned that Norman Sakamoto and Signe Godfrey are new chairs of the Education Task Force for the Chamber of Commerce (COC). The task force is looking to support a project. This could be a potential opportunity for ELC efforts. Members agreed that COC could help recruit regional participants as well as provide support to rallies and milk parties. *Dave and Nonie have humbly volunteered to present platform of ELC to Norman and Sydney. Dave will make an appointment.*

### **One Voice Updates**

- One Voice has been providing information to participants on how to approach their legislators on early learning issues including information on who is in the legislature and key talking points.

### **Preschool Open Doors:**

- Committee had some questions over legislation and refunding of the preschool open doors (POD) program. POD is funded under DHS and administered by PATCH. Committee believes POD support aligns better with the ELC than Childcare Connections (CC) as CC's goal is to put parents back to work rather than quality outcomes and school readiness for children. *Nonie will follow up with Katy Chen to see if they will draft legislation for POD.*

### **HAEYC**

- HAEYC is requesting information for public policy needs. Ka'ina mentioned that HAEYC's goal is to align with NAEYC and that HAEYC may have been instructed by NAEYC to gather this information from their members. *Nonie to connected with Steve and understands that their session on 1/13 is to provide legislative 101 training.*
- ELC needs to connect with this and other organizations to ensure alignment of support.

### **Budget Recommendations for State Request**

- Staff for ELC, Database Consultant, QRIS expert from mainland, printing of informational materials (framework), meeting expenses, facilitator, website

**Next Meeting is scheduled for February 8, 12-2pm, Governance Meeting to follow after.**

### **Questions and Answers: (To be combined with questions above by GBA)**

- *When is the best time to do this? Should it be in the 2013-2014 when economy gets better?*
  - **Answer:** 2011-12, use One Voice priority list and timeline. Doing PW now is a great opportunity to leverage media resources as well as public and private funds. Media is more apt to provide more services than usual for a smaller amount of money because of the current economical environment. ELC is not asking for new money. Instead, they are asking for a reprioritization of current money including the Junior K program.
- *What is the prenatal strategy?*

- **Answer:** Home visiting, parent education and early screening for risk factors, vision, hearing, developmental delays and potential abuse. (Healthy Start/Enhanced Healthy Start)
- *What is quality? Can it be defined? In the 3-5 year old category?*
  - **Answer:** Quality Rating Information System. ELC currently has a database of various accreditation agencies and their definition of quality factors. Both DHS and ELC are in the process of defining a QRIS system and the technical supports needed.
- *Are you asking to raise taxes? Where is the money coming from?*
  - **Answer:** No, we are not asking to raise taxes at this time. Instead, a reprioritization of current money including 75 million allotted for a quality JK Program as well as collaboration and leveraging of public and private funds. Perhaps the public will be able to convince the legislators to reprioritize some moneys spent on remediation via social services to the upfront system of early learning to prevent the need in the first place.
- *Perhaps you should ask for 1 million? And build money to sustain.*
  - **Answer:** A budget will be designed for this initiative.