

2010 Work Group Status Report

Public Will and Finance Committee		
Members	Kanoe Naone; Chuck Larson; Liz Chun; Dave Tom; Melodie Vega Deliana Fuddy? Melanie Okamoto?	
Retreat assignment (Charter)	Develop a campaign to create “public will” promoting early childhood as a policy initiative and priority sustained by a reliable funding stream.	
Goals and Activities for 2010	See OWP	
Meeting Schedule and Status Reports	January	PW/F Workgroup-Jan 21 (12-2pm) Public Will “One Voice” Meeting- Jan 22(9-11am)
	February	One Voice Action Plan Subcommittee- Feb. 16 (9-11am) PW/F Workgroup-Feb 22 (9-11am)
	March	March 9, Tuesday 9-11 @INPEACE
	April	April 7, 1 st Wednesday 9-11 @INPEACE
	May	May 5, 1 st Wednesday 9-11 @INPEACE
	June	June 2, 1 st Wednesday 9-11 @INPEACE
	July	July7, 1 st Wednesday 9-11 @INPEACE
	August	August 4, 1 st Wednesday 9-11 @INPEACE
	September	September 1, 1 st Wednesday 9-11 @INPEACE
	October	October 6, 1 st Wednesday 9-11 @INPEACE
	November	November 3, 1 st Wednesday 9-11 @INPEACE
	December	December 1, 1 st Wednesday 9-11 @INPEACE
Resource Needs and Sources	See OWP	

GOAL: Develop a campaign to create “public will” promoting early childhood as a policy initiative and priority sustained by a reliable funding stream.				
Results or Benefits Expected: Will have a dedicated funding stream for a comprehensive 0-5 early learning system.				
Activities	Person(s) Responsible	Time Period		Resources Needed
		Begin	End	
One sheet and white paper on the economic impact of ECE	Dave?	1/10	6/10	2,000 (to draft)
Participate in and promote the One Voice campaign	All members	1/10	12/10	leveraged
Go after Congressional Earmark money to fund direct services model	Liz (GBA)	10/09	6/10	leveraged
Decide upon strategy to blend the work from Finance Committee and the current goals of the ELC around a public will campaign.	All members	✓	12/ 09	
Recommend to the Governance work group to consider establishing an Office of Early Learning (for credibility and sustainability)	Kanoe	✓	12/09	
Recommend to the Direct Services work group to determine a pilot structure to implement (per private sector)	Kanoe	✓	12/09	
Research the Miami Dade model of funding for their early learning system.	Liz and Kanoe	✓	1/10	leveraged
Attend the Policy Conference in Miami	Liz and Kanoe	✓	1/10	leveraged
Create a public will campaign for early learning	Liz (GBA)	1/10	12/10	leveraged
Get on the ballot in order to get a dedicated funding stream	TBD		2011	
Petition for EL initiatives	TBD	2010	2011	
Tax dedicated to early learning system (secured in statue) 2011	TBD	2010	2011	
Find a leader willing to champion early learning- eg. Robin Campaniano (AIG Hawaii), Nainoa Thompson, Walter Dodds	TBD	6/10	12/10	
Hold forums on early learning with Lieutenant Governor and Governor candidates	GBA	6/10	11/10	10,000 (TV broad-casting of the forums and location rental)
Work on getting the funds for the ELC released for ED/PD	Kanoe	2/10	4/10	
Bring in Miami-Dade consultant to determine Hawaii strategy for public will campaign/dedicated funding stream	Kanoe	3/10	3/10	5,000 (airfare, hotel and per diem)
Commercials on the importance of ECE to support campaign		4/10	6/11	25,000
Focus Groups to determine public will for ECE		tbd	2011?	15,000
Polling to determine ballot and dedicated funding stream actions		tbd	2011?	10,000
Criteria for Evaluating Results or Benefits Expected: TBD				

PUBLIC WILL AND FINANCE WORKGROUP
Service Contracts/Budget Items
3/3/10
Service Contract for Public Will Campaign Consultant

Scope of Services:

- Facilitate a two-day meeting in Hawaii with membership of Public Will and Finance Workgroup of the Early Learning Council and their partners to determine the Hawaii strategy for a public will campaign and dedicated funding stream for Hawaii's comprehensive early learning system;
- Develop recommendations as to the course the workgroup and their partners should follow in order to ascertain the best focus for public will campaign;
- Recommend decision-making process for identifying a specific funding stream which might be named to fund Hawaii's early learning system;
- Meet with the Early Learning Council leadership to review suggested strategies providing rationale for recommended action;
- Provide on-going reflective advice to workgroup leadership via phone conferences and email for the duration of the contract.

Selection Criteria:

- # of years experience in designing public will campaigns;
- Scope of previous campaigns conducted;
- Familiarity with early learning issues;
- Familiarity with target audiences (i.e., policy makers, general public)
- Effective communication skills, both oral and written;
- Ability to elicit responses from groups and synthesize ideas effectively;
- Ability to facilitate effective discussions to produce desired results.

Dollar Amount Requested: \$8,500

Time Frame for Delivery of Services: Upon execution – December 31, 2010

Possible Vendors:

- Bendixen & Associates
President, Sergio Bendixon
2800 Ponce de Leon Blvd., Coral Gables, FL 33134
305-529-9916
sbendixen@bendixenonline.com
- Communications –Pacific, Inc.
Topa Financial Center
West Tower, Penthouse, 745 Fort Street, Honolulu, HI 96813
808-521-5391
- McNeil Wilson Communications, Inc.
Pauahi Tower, 1001 Bishop St., Suite 950, Honolulu, HI 96813
808-531-0244

**PUBLIC WILL AND FINANCE WORKGROUP
Service Contracts/Budget Items
3/3/10**

Service Contract for Community Survey

Scope of Services:

Contract with a firm to survey sample populations on all islands to determine public willingness to support publicly funded comprehensive early learning. The results of the survey will assist in determining campaign will campaign focus as well a fund development strategies.

The Contractor will:

- Meet with workgroup leadership to gather input as to questions to be included in survey. Final approval of survey questions by workgroup leadership;
- Survey sample populations on all islands to determine public willingness to support publicly funded comprehensive early learning.
- Report results to Public Will and Finance Workgroup of Early Learning Council;
- Meet with the Early Learning Council leadership to review survey and provide written analysis of results.

Selection Criteria:

- # of years experience conducting community surveys;
- Scope of previous surveys conducted; Statewide experience;
- Familiarity with early learning issues;
- Capacity to accomplish work in requested timeframe.
- Ability to elicit responses and synthesize ideas effectively.

Dollar Amount Requested: \$4,550

Time Frame for Delivery of Services:

Upon execution – August 31, 2010

Possible Vendors:

- John M. Knox and Associates
 - 1001 Bishop St, Suite 1542, Honolulu, HI 96813
 - 808-523-1352
- Ward Research
 - 828 Fort Street Mall, Suite 210, Honolulu, HI 96813
 - 808-522-5123
- OmniTrack Group, Inc.
 - 841 Bishop, Suite 1150, Honolulu, HI 96813
 - 808-528-4050

PUBLIC WILL AND FINANCE WORKGROUP
Service Contracts/Budget Items
3/5/10
Service Contract for Public Will Campaign Commercials

Scope of Services:

- Produce and air commercials that will increase awareness around the importance and economics of early childhood education.
- Commercials will help children and families prepare children for success in school through messages that focus on areas of development and key strategies for success (e.g. read to your child at least 15 minutes a day; take your child on excursions to the beach, zoo, etc.)

Selection Criteria:

- Demographics of target audience reached
- Number of commercials able to air in time slots that will be seen by target audience
- Quality of past commercial production
- Familiarity with early childhood and education population
- Competitive price

Dollar Amount Requested: \$9,500

Time Frame for Delivery of Services: Upon execution – December 31, 2010

Possible Vendors:

- KHON
88 Piikoi Street
Honolulu, HI 96814
Main Line: 808-591-2222 Sales: 808-591-4214
Email: shearst@khon2.com

- KITV
801 South King St.
Honolulu, HI 96813
Main Line: (808) 535-0400 Sales: 808-535-0254
Email: gaeth@kitv.com

- KGMB
420 Waiakamilo Road
Suite 205
Honolulu, Hawaii 96817
Main Line: (808) 847-3246 Sales: (808) 847-9320
Email: LKaaialii@KGMB.com

- KHNL
420 Waiakamilo Road
Suite 205
Honolulu, Hawaii 96817
Main Line: (808) 847-3246 Sales: (808) 847-9302
Email: BScott@HawaiiNewsNow.com
- Oceanic 16
200 Akamainui Street
Mililani
Hawaii, 96789
- PBS
PBS Hawaii
2350 Dole Street
Honolulu, HI 96822
Phone: (808) 973-1000