

## CEG Outreach Calendar 2009-2010

This calendar provides you with basic information on what's happening in the state legislature, themes that you can use for outreach, and suggested activities to different audiences. You may use these suggestions to complete the goals in your Community Outreach Plans and to guide your community outreach work.

- This calendar is also available in the CEG section on the PA Keys intranet ([www.pakeys.org](http://www.pakeys.org)).
- You can find tools and templates online at [http://paprom.convio.net/Community\\_Education](http://paprom.convio.net/Community_Education).
- Two great toolkits to help: media relations (Media) and Building Relationships with your Legislators (Leg) are available online and referenced throughout the calendar.

**OCDEL provider Community Outreach Calendar.** OCDEL providers receive a much shortened outreach calendar for the year, also available at [http://paprom.convio.net/Community\\_Education](http://paprom.convio.net/Community_Education). Each month, OCDEL will send an E-reminder over the OCDEL Community Education listserv of themes and possible activities. You may encourage members of your CEG to participate in these monthly activities.

### **To find out session days for the House and Senate:**

Session days can change, you can find a listing of dates that the House and Senate will be in session (in Harrisburg) on the PA General Assembly website

- Senate session days: <http://www.pasen.gov/session.cfm>
- House session days: <http://www.house.state.pa.us/session.cfm>

## CEG Outreach Calendar 2009-2010

September – December

Month	September	October	November	December
Suggested themes	<ul style="list-style-type: none"> <li>Classrooms open, parent open houses</li> <li>International Literacy Day (Sept 8)</li> <li>Grandparents Day (Sept 13)</li> </ul>	<ul style="list-style-type: none"> <li>Tell Your Story</li> <li>PA Pre-K Counts 08-09 report released</li> <li>Risk and Reach 08-09 report released</li> <li>Parent Involvement Month</li> </ul>	<ul style="list-style-type: none"> <li>Thanksgiving</li> <li>Pennsylvania's Promise for Children Week (Nov. 8-14)</li> </ul>	<ul style="list-style-type: none"> <li>Holidays</li> </ul>
What is going on in state legislature	Senate in session: 9, 14, 15, 16, 17, 18, 23, 24, 25, 26, 27 House in session: 10, 11, 15, 16, 17, 18			<ul style="list-style-type: none"> <li>Legislature recesses until mid-January</li> </ul>
<p>During September – December, legislators spend a lot of time in their districts meeting with constituents. This is an excellent time to help legislators become aware of the publicly supported ECE initiatives (PA Pre-K Counts, Keystone STARS, Child Care Works, Early Intervention, Head Start Supplemental, Nurse-Family Partnership) in their districts and how public investment affects children and families in their district</p> <ul style="list-style-type: none"> <li>Position your CEG and members as resources for legislators on early education issues</li> <li>Invite legislators to visit early childhood programs</li> <li>Meet with legislators in district offices</li> <li>Have classrooms adopt a legislator</li> <li>Help parents tell their story</li> </ul>				

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Suggested activities with Legislators (Policymakers)	<ul style="list-style-type: none"> <li><b>Early learning programs open for school year:</b> Arrange for every legislator in your area to visit an ECE facility in the fall; use the visit as an opportunity to showcase how public investment in ECE programs is improving quality</li> <li><b>Grandparents Day (Sept 13).</b> Find out which of your legislators is a grandparent. Send him/her a note, acknowledging their role as a grandparent, as well as how quality ECE can make an impact in the lives of not only their grandchild(ren), but also children like their grandchildren.</li> <li>Adopt a legislator to participate with Watch Me Grow. On a monthly basis, send children's work to the legislator so that he/she can see the progress a child makes throughout the year</li> <li>Add legislators to mailing list for quarterly newsletter/ quarterly updates on progress of ECE initiatives</li> </ul>	<ul style="list-style-type: none"> <li><b>PA Pre-K Counts end of year report 08-09 released.</b> Send letter to legislator highlighting the report and children served in their county/district</li> <li>Invite legislators to local press events announcing PA PKC report</li> <li><b>Reach and Risk Report 08-09 Released.</b> Send ECE County profile sheet with information on early education programs in your county to legislators.</li> <li>Send each legislator a "Kindergarten Here I Come!" calendar with cover letter explaining how we involve parents in their child's education, encourage use of the PA Early Learning Standards, etc.</li> <li>Invite to fall event: open house, back to school, fall festival</li> <li>Continue inviting legislators to site visits</li> </ul>	<ul style="list-style-type: none"> <li><b>Thanksgiving:</b> Ask early learning programs to create Thanksgiving "thank you" cards (signed by kids and parents) and send cards to each legislator in your area</li> <li><b>PA Promise for Children Week (Nov. 8-14).</b> Invite legislators to read in classrooms; send legislators copies of declarations signed in your county</li> <li>Continue inviting legislators to site visits</li> </ul>	<ul style="list-style-type: none"> <li>Develop a calendar of <b>holiday activities</b> taking place at ECE programs or community children's events; send calendar to legislators offering an open invitation to all of them and asking the legislator to RSVP to you if planning to attend an event</li> </ul>

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Suggested activities to Media	<ul style="list-style-type: none"> <li><b>Early learning programs open for school year:</b> Hold local press event at opening of programs for the school year</li> <li>Send Op-ed or letter to editor – kindergartners enter school this fall, but are they ready?</li> <li><b>International Literacy Day (Sept 8)</b> Write a letter to the editor – that literacy begins at birth, which is why early education is so important</li> <li>Develop/update your spreadsheet of relevant media contacts in your area</li> </ul>	<ul style="list-style-type: none"> <li><b>PA Pre-K Counts end of year report 08-09 released.</b> Coordinate local press events with PA Pre-K Counts sites to share report.</li> <li><b>Risk and Reach 08-09 report released.</b> Submit op-eds or letters to editor on Risk and Reach data for your area</li> <li>When scheduling legislative site visits, invite media to participate in press conference before or to join the tour</li> <li>Meet with web producer from targeted television station to develop web cast re quality ECE initiatives</li> </ul>	<ul style="list-style-type: none"> <li><b>PA Promise for Children Week (Nov. 8-14).</b> Invite media to local PA Promise for Children day events</li> <li>Submit Op-eds and letters to the editor celebrating early childhood education in Pennsylvania</li> </ul>	<ul style="list-style-type: none"> <li>Submit op-ed re long-term benefits of investments in ECE</li> <li>Christmas in our home town – schools, businesses, organizations – w/media coverage</li> <li>Submit articles in local paper on topics such as: appropriate gifts for children, highlight events w/practitioners</li> </ul>
Suggested activities with Business and Civic Leadership	<ul style="list-style-type: none"> <li><b>International Literacy Day (Sept 8)</b> Partner with local Rotary groups who have a literacy focus to work with early learning program</li> <li>Invite business leaders to visit an ECE program</li> </ul>	<ul style="list-style-type: none"> <li>Schedule meetings with presidents of membership organizations, such as of Chamber of Commerce, Kiwanis, Rotary, Lion's Club (any group that have children in their mission) to discuss outreach to their members through mailings/ newsletters, presentations. Request meetings in late winter/early spring, develop talking points with specific information on "asks" for all the groups.</li> </ul>	<ul style="list-style-type: none"> <li><b>PA Promise for Children Week (Nov. 8-14).</b> Ask county commissioners to issue proclamation for PA Promise week.</li> <li>Invite business leaders to sponsor, participate in or attend PA Promise Week events. Encourage them to distribute information on the week to employees, customers.</li> <li>Have parents, children and staff of ECE programs write thank you letters to local businesses who have supported their programs</li> </ul>	<ul style="list-style-type: none"> <li>Invite business leaders to participate in/sponsor holiday events</li> </ul>

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Suggested activities with School Leadership	<ul style="list-style-type: none"> <li>Kindergarten Readiness survey – send to principals &amp; returned back to school readiness team: includes social &amp; emotional</li> <li>Meet w/ all superintendents by end of October</li> <li>Contact your local school board. Get the schedule for meetings or other events, and then mark your calendar! Before, during or after the meetings or events, introduce yourself to each member and provide your “elevator speech”. Follow up with a note and your contact information.</li> </ul>	<ul style="list-style-type: none"> <li>Invite school superintendents and board members to visit to ECE facilities (KS, PKC)</li> <li><b>PA Pre-K Counts end of year 08-09 report released.</b> Provide a copy of the report when available with cover letter explaining why quality pre-k is so important to their students</li> <li><b>Risk and Reach 08-09 report released.</b> Share reach and risk information with school superintendents and school board members to help make the case for more early education in your community.</li> </ul>	<ul style="list-style-type: none"> <li><b>PA Promise for Children Week (Nov 8-14).</b> Submit articles re PA Promise to school district newsletters</li> <li>Invite school leaders to participate in or attend PA Promise Week events.</li> <li>Encourage your superintendents to participate in Governor's ECE Institutes held in December</li> </ul>	<ul style="list-style-type: none"> <li>Have children in early childhood programs make holiday cards made by children for school superintendents and school board members</li> <li>Participate in holiday parades. Recruit ECE providers to participate and hand out materials to attendees, promoting the importance of quality ECE and local resources.</li> <li>Invite school leaders and school board members to attend holiday events at the program.</li> </ul>

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Community citizenry (Parents/grandparents)	<ul style="list-style-type: none"> <li><b>Early learning programs open for school year.</b> Ask parents, grandparents and family members to fill out PA Promise for Children declaration at all sites. Add this to registration packets for ECE facilities and school districts.</li> <li><b>Grandparents Day (Sept 13)</b> ask grandparents to send letters to their legislators explaining why they think quality early education is important</li> <li>Add voter registration cards &amp; information to registration packet at school districts. Include information about their legislator &amp; how they voted. Let them know that their vote, as a parent, counts!</li> <li>Invite grandparents to participate with ECE sites or your Community Engagement Group. Create a list of "To Do" items that can be accomplished within specific amounts of time.</li> </ul>	<ul style="list-style-type: none"> <li><b>PA Pre-K Counts end of year report released.</b> Ask parents with children who are or who have been in PA Pre-K Counts to share their story of how the program benefits their child. Share on PA Promise website and with legislators.</li> <li><b>Reach and Risk Report released.</b> Include in parent newsletters a profile of early education in your county based on report.</li> <li>Parent Needs Assessment and Parent orientations: Hold monthly parent workshops one/mth: i.e. Community Safety, Infant/child CPR, smooth transitions</li> <li>Start Parent Book Club to read books on early education or on the struggles of parents of young children</li> <li>Distribute CEG Report Cards and Resource Info: Info handed out to customers @ check out at stores</li> </ul>	<ul style="list-style-type: none"> <li><b>Thanksgiving;</b> Design take-home activity to thank legislators for investment in ECE</li> <li>Hold Thanksgiving luncheon for parents &amp; legislators</li> <li><b>PA Promise Week (Nov. 8-14).</b> Invite parents to participate in or attend PA Promise week events.</li> <li>Provide teachers &amp; schools with ECE information and resource information to distribute during parent-teacher conferences.</li> <li>Distribute materials during Parent Nights @ elementary schools</li> </ul>	<ul style="list-style-type: none"> <li>Encourage parents to participate in a book drive to "Give the Gift of Literacy".</li> <li>Participate with or host holiday events for parents and families.</li> <li>Produce a "Happy Holiday Tips" sheet for families.</li> </ul>

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Month	January 2010	February	March
Suggested themes	<ul style="list-style-type: none"> <li>New Year – New Year’s resolutions</li> <li>ECE teachers graduate from CDA/ college degrees</li> </ul>	<ul style="list-style-type: none"> <li>Governor’s budget proposal released</li> <li>Valentine’s Day</li> </ul>	<ul style="list-style-type: none"> <li>Time to sign up for pre-k/Kindergarten next year</li> <li>Mid year outcomes for PA PKC released</li> </ul>
What is going on in state legislature	<ul style="list-style-type: none"> <li>New legislative session begins</li> </ul>	<ul style="list-style-type: none"> <li>Governor releases budget proposal for FY 10-11</li> </ul>	<ul style="list-style-type: none"> <li>Appropriations committees may begin hearings on ECE budget proposals</li> </ul>
	<p>In early February, the Governor releases his budget proposal for the following year. The legislators spend the following months reviewing the proposal and deciding their own budget priorities and if they support the Governor’s proposal. The House and Senate Appropriations Committees will hold hearings on the Governor’s proposal This is an excellent time to:</p> <ul style="list-style-type: none"> <li>Educate legislators on the early education items in the budget, <ul style="list-style-type: none"> <li>Understand benefits of programs such as PA Pre-K Counts, Keystone STARS, Child Care Works, Early Intervention, Nurse-Family Partnership and Head Start Supplemental and reason for any increases</li> <li>Understand how these ECE programs affect their constituents</li> </ul> </li> <li>Answer legislator questions or concerns about early education using data and local stories</li> <li>Remind them that their constituents believe early education should be a priority in the budget</li> <li>Mobilize parents to tell their story to legislators and become involved in legislative outreach</li> </ul>		
Suggested activities with Legislators (Policymakers)	<ul style="list-style-type: none"> <li>Ask parents to share with their legislators their New Year’s resolutions for their children, and ask legislators to make quality early education a priority for Pennsylvania as a New Year’s resolution</li> <li>Visit legislators in their district offices</li> </ul>	<ul style="list-style-type: none"> <li>Send each legislator information explaining ECE proposal in budget, benefits to their community, etc.</li> <li>Provide legislators with local examples of early education programs working in your community</li> <li>Ask passionate teachers to send letters including personal stories about rewards of working w/young children</li> <li>Meet with legislators in district offices to review budget proposal and impact to early education in the community</li> <li>Host budget forum: panel includes parent, provider, Early Intervention, Head Start, School District: Each discusses their piece of early ed; what it means, what is needed; Q &amp; A session w/planted questions</li> </ul>	<ul style="list-style-type: none"> <li>Invite legislators to leadership event to discuss ECE budget</li> <li>Contact and/or visit each legislator in your area and get their position on ECE programs</li> <li>If they support, ask legislator to write letter to their caucus leadership expressing support</li> <li>If neutral or opposed, ask what their concerns are and provide them with responses to these concerns</li> <li>Participate with a community lunch for Chamber of Commerce, local elected officials, school administration, school board, or the ECE community. Be prepared to respond to questions about the budget and ECE.</li> </ul>

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Suggested activities with Media	<ul style="list-style-type: none"> <li>Submit press releases to local papers regarding transition, ECE initiatives and PA Promise.</li> <li>Hold press conferences regarding grantees represented. Invite newspapers to cover press conferences and possibly tie into an editorial.</li> <li>Host an interview with parents, asking them “What difference has this program made in the life of their child?”</li> </ul>	<ul style="list-style-type: none"> <li>Submit letters to the editor and Op-eds supporting increased investment in ECE</li> <li>Provide an update on pre-k and Kindergarten registrations. Include where they are taking place, who should register, and how. Later, provide updates regarding how many registered and activities that were offered during registration. Include quotes from parents or children, or school officials.</li> <li>Invite media to leadership breakfasts and forums</li> </ul>	<ul style="list-style-type: none"> <li>Do editorial board visits to newspapers about <b>Week of the Young Child</b> and ECE budget items</li> <li>Invite reporters to write articles on <b>pre-kindergarten and Kindergarten registrations</b>, importance of getting children ready for kindergarten</li> <li>Invite media to attend business breakfasts and legislative breakfasts. Share your Report Card to the Community which highlights the situation in your county.</li> </ul>
Suggested Activities with Business and Civic Leadership	<ul style="list-style-type: none"> <li>Arrange for tours of local ECE facilities for business and civic leaders. Have ready information about the impact of ECE will make on the economy.</li> <li>Work with employers and HR Directors as conduits to parents. Offer to hold presentations during the work day for employees and to provide information about the importance of quality ECE.</li> </ul>	<ul style="list-style-type: none"> <li>Provide briefing to local business leaders on the proposed ECE budget and possible impact to community</li> <li>Encourage local leaders to author Op-eds in favor of ECE investment</li> <li>Have local ECE leaders write feature articles which include personal stories.</li> <li>Ask United Way to contact businesses with whom they have relationships.</li> <li>Ask business leaders to incorporate discussion about ECE in their regular meetings with legislators (or meetings that their lobbyists have)</li> </ul>	<ul style="list-style-type: none"> <li>Ask businesses to include articles in the employee newsletters on <b>pre-k and K registration</b> happening now</li> <li>Make presentations on ECE budget priorities to local civic and community groups such as Rotary Club, Lion’s Clubs, Shriners, Sertoma Club, and Kiwanis. Ask for their participation in advocacy,</li> <li>Invite business leaders to read to children as part of <b>WOYC</b> and <b>One Book</b></li> <li>Host an employer summit or lunch which include speakers from Head Start, United Way, PA PKC, etc. who can provide testimonials as to the impact of ECE on their lives.</li> </ul>
Suggested activities with School Leadership	<ul style="list-style-type: none"> <li>Encourage school districts to use ABG (PA-PACT) funds for pre-k or full day K</li> <li>Arrange visits to PA PKC, Keystone STARS, or Head Start facilities for superintendents and board members.</li> </ul>	<ul style="list-style-type: none"> <li>Hold budget briefing for ECE community and advocates</li> <li>Coordinate with local colleges and universities with ECE programs to engage their ECE students in advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Submit articles regarding PA Promise or ECE initiatives to district newsletter.</li> <li>Host transition meetings. Invite school leadership, ECE staff and school board members.</li> </ul>

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Suggested activities with Community Citizenry (Parents/ grandparents)	<ul style="list-style-type: none"> <li>Ask parents to share with their legislators their New Year’s resolutions for their children, and ask legislators to make quality early education a priority for Pennsylvania as a New Year’s resolution</li> <li>Host a Family Night with Legislators. Provide site tours, meetings with families, and activities for kids.</li> <li>Create and distribute a “New Year Baby Bag” to new parents. Include information about developmental milestones and the importance of early learning.</li> <li>Use monthly themes to communicate messages. Make materials as a template so they can be personalized to each site. Some themes might include: readiness (separation-transition), creative arts, literacy, health &amp; safety, math, science, and emotional health.</li> <li>Partner with LICC to do an activity that includes the importance of continuing physical activity during the cold months. (Think snow!)</li> </ul>	<ul style="list-style-type: none"> <li>Explain budget proposal and impact to parents – include article in parent newsletter or hold parent meeting – Encourage parents to tell their story to legislators</li> <li>Create a video highlighting how tax dollars are being used, how money became part of budget. Add data about how ECE works in your county.</li> </ul>	<ul style="list-style-type: none"> <li>Provide opportunities at all facility tours for parents to present their hopes and dreams for their children, and how the ECE opportunities help in preparing their children to be successful in school and in the community.</li> <li>Host meetings for local library personnel regarding quality ECE and partnership opportunities, and how to engage community on ECE issues.</li> <li>Have parents nominate the "Family Friendly Business" in February for a WOYC award (in April)</li> <li>Hand out calendars and activity kits during pre-k and Kindergarten registrations.</li> <li>Distribute information about Early Childhood Action Day June 8</li> <li>Host an ECE Teacher of the Year Recognition event.</li> </ul>

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Month	April	May	June
Suggested Themes	<ul style="list-style-type: none"> <li>Week of the Young Child (April 11-17)</li> <li>One Book, Every Young Child</li> </ul>	<ul style="list-style-type: none"> <li>Pre-k graduation</li> <li>Mother's Day</li> <li>ECE teachers graduate from CDA/ college degrees</li> </ul>	<ul style="list-style-type: none"> <li>PA PKC end of year child outcomes released</li> <li>Early Childhood Public Policy Forum (June 7) and ECE Action Day (June 8)</li> <li>Budget deadline – June 30</li> <li>ECE teachers graduate from CDA/ college degrees</li> <li>Father's Day</li> </ul>
What is going on in state legislature	<ul style="list-style-type: none"> <li>Committees hold hearings on pieces of budget</li> </ul>	<ul style="list-style-type: none"> <li>Committees hold hearings on pieces of budget</li> <li>Budget bills may be brought to House and/or Senate for vote</li> </ul>	<ul style="list-style-type: none"> <li>Budget bills may be brought to House and/or Senate for vote</li> <li>Legislative caucuses and Governor's office negotiate budget</li> <li>Deadline for budget: June 30</li> </ul>
<p>During April-June, legislators start to make choices as to priorities for state funding for the budget. They will be telling their caucus leadership what items they think should be priorities in the budget. They will be voting on bills, and probably debating the bills on the House and Senate floor. They spend most of their time in Harrisburg. This is an excellent time to:</p> <ul style="list-style-type: none"> <li>Mobilize parents to contact their legislators in support of early education funding</li> <li>Ask supportive legislators to tell their caucus leadership to make early education a priority and to speak in favor of early education on the floor to their colleagues.</li> <li>Write letters to the editor – encourage your colleagues and parents to do the same.</li> <li>Sign up for PA Promise action alerts to stay informed on breaking developments at <a href="http://paprom.convio.net/alerts">http://paprom.convio.net/alerts</a></li> </ul>			

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Suggested activities with Legislators (Policymakers)	<ul style="list-style-type: none"> <li>• <b>Week of the Young Child.</b> Invite legislators to attend WOYC events; use this opportunity to show legislators how public investment in early learning is improving experiences for children</li> <li>• <b>One Book, Every Young Child.</b> Invite legislators to do readings as part of One Book, Every Young Child campaign; use this opportunity to show legislators how public investment in early learning is improving experiences for children</li> <li>• Invite legislators to leadership events to discuss budget</li> <li>• Mobilize ECE providers to get their parents to begin advocacy actions, such as letter writing, postcards, and visits.</li> <li>• Create an Early Learning Advocacy Display board. Help parents &amp; providers get to know their legislators and how they can be advocates for kids &amp; families. Display &amp; circulate in ECE programs &amp; at fairs.</li> <li>• Ask commissioners to issue a proclamation for Week of the Young Child, or One Book, Every Young Child. Invite the commissioner to event where the proclamation can be presented.</li> </ul>	<ul style="list-style-type: none"> <li>• Follow up with legislator on any questions/concerns they expressed during visit</li> <li>• Ask providers to mobilize parents to complete postcards or use PA Promise alerts to legislators in support of ECE initiatives</li> <li>• <b>Pre-K Graduations.</b> Develop a calendar of all Pre-K graduation ceremonies in your area, then invite legislators to attend. Invite legislators to pre-k graduation ceremonies (could develop calendar of all ceremonies in district)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>PA PKC year-end outcomes.</b> Share end of year outcomes with legislators, include personal stories and testimonials from teachers and parents</li> <li>• <b>Early Childhood Public Policy Form and Action Day, June 7-8.</b> Visit with your legislators in Harrisburg during Early Childhood Action Day; encourage providers, school leadership, parents to attend</li> <li>• Mobilize parents and providers to send as many emails and letters as possible, and to make phone calls to legislators, requesting support of ECE in the budget.</li> <li>• Send Report Cards to the Community to legislators &amp; policy makers. Include a personal, handwritten note, referencing past contacts or visits made by your CEG or members of your community.</li> <li>• Include information in parent newsletters sent home with children at childcare centers regarding websites or pending policies. Encourage them to contact their legislators.</li> </ul>

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Suggested activities with Media	<ul style="list-style-type: none"> <li>• <b>Week of the Young Child and One Book, Every Young Child.</b> Secure media coverage for WOYC and One book readings</li> <li>• Submit op-eds, letters to editor and editorials on ECE budget items and WOYC</li> <li>• Submit series of WOYC articles in news papers regarding Keystone STARS, PA Promise, PA PKC.</li> <li>• Invite a local television personality to act as MC at WOYC event or to read at WOYC or One Book events</li> <li>• Submit articles about public investment in ECE to parent newsletters and magazines.</li> <li>• Submit special articles in newspapers regarding quality, ECE, state initiative, &amp; WOYC events.</li> <li>• Sponsor a "Family Friendly Business Award" and invite the media to attend the ceremony.</li> </ul>	<ul style="list-style-type: none"> <li>• Submit op-eds, letters to editor and editorials on ECE budget items</li> <li>• <b>Pre-K Graduations.</b> invite media to cover pre-k graduations</li> </ul>	<ul style="list-style-type: none"> <li>• Submit op-eds, letters to editor and editorials on ECE budget items</li> <li>• <b>PA PKC year-end outcomes.</b> send press release on outcomes to local media contacts</li> <li>• <b>Early Childhood Action Day (June 8).</b> send media advisory and follow up press release to local media about community participation in Early Childhood Action Day; invite local reporter to come with you for Action Day.</li> <li>• Organize local press events highlighting the benefits of early education programs and supporting continued public investment.</li> <li>• Submit article to local paper about "What to Do" during summer - Free/inexpensive activities; No budget Family Vacations = cruise</li> </ul>

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Suggested activities with Business and Civic Leadership	<ul style="list-style-type: none"> <li>• Host public event featuring keynote to speak about economic benefits of investments in ECE.</li> <li>• Sponsor a "Family Friendly Business Award" for business.</li> <li>• Encourage business support and sponsorship for WOYC events.</li> <li>• Host a Child Care Awareness Day event in the community which includes a "I can go to work everyday because my child is in quality childcare" button. Ask business leaders to participate or sponsor the event.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage business leaders to set up meetings or join you in meetings with legislators in district offices to discuss ECE budget items</li> <li>• Meet with Chamber of Commerce Presidents to identify key business leaders which can be engaged.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Encourage business leaders to meet with legislators important to the budget process. Provide them with updated talking points, materials.</li> <li>▪ <b>Early Childhood Action Day (June 8).</b> Invite business leaders to participate in Early Childhood Action Day and meet with legislators. Provide talking points and materials.</li> <li>▪ Give outreach presentations to Rotary Clubs, Lion's Clubs, Shriners, Sertoma Club, Kiwanis and Chambers of Commerce. Ask for their support.</li> <li>▪ Identify a point person for Early Child care and education in your community and let the businesses know who they can contact with questions.</li> </ul>

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Suggested activities with School Leadership	<ul style="list-style-type: none"> <li><b>Week of the Young Child.</b> Encourage school leaders to be presenters at Week of the Young Child events, proclamations, etc.</li> <li><b>One Book, Every Young Child.</b> Coordinate One Book for Every Young child events to include principals, school board members and school staff.</li> <li>Distribute a survey to school staff involved with your CEG to find out what worked for them, and what didn't. Ask about the changes they witnessed throughout the year, why they became involved with the CEG and what suggestions they have for making next year a success.</li> </ul>	<ul style="list-style-type: none"> <li>Visits to ECE facilities (KS, PKC) for superintendents and board members (quarterly)</li> <li><b>Kindergarten days (getting kids used to kindergarten).</b> invite board members to attend events and explain importance of school readiness, connection with early learning programs.</li> <li><b>Pre-K Graduation.</b> Invite school principals and school board members to attend pre-k graduations in their district.</li> <li><b>School board primaries.</b> Contact school board candidates during school board primaries and invite them to make quality ECE a part of their platform. Invite them to visit a PA Pre-K Counts or Keystone STARS site. While there, explain to them the value of public investment in early learning programs. Invite them to participate in a candidate's night for your CEG.</li> <li>Be purposeful in including school board in early childhood issues because board members are often business people in the community. When you are ready to share info w/other stakeholders in your community, board members are already informed and can be a voice of support and can cause a ripple effect.</li> </ul>	<ul style="list-style-type: none"> <li><b>Early Childhood Public Policy Forum and Action Day (June 7-8).</b> Encourage school leaders to participate in public policy forum and Action Day</li> <li><b>PA Pre-K Counts end of year outcomes.</b> Send outcomes to school leaders with information on local successes or opportunities to expand pre-k</li> <li>Start thinking of next year's Community Engagement Group. What members of your community were missing? How can your group recruit new members for next year's activities? Consider inviting school board members to join the CEG and/or a special committee</li> <li>If you distributed a school survey, now is a good time to review the responses and consider the goals and activities for next year's activities and recruitment.</li> </ul>

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Suggested activities with Community Citizenry (Parents/ grandparents)	<ul style="list-style-type: none"> <li>• <b>Week of the Young Child.</b> recruit parents to act as spokespeople at WOYC events, to speak to groups or talk directly with VIPS.</li> <li>• <b>One Book, Every Young Child.</b> Highlight a PA One Book for Every Child activities in a local community center.</li> <li>• Consider ways to communicate the Week of the Young Child through events such as: Open house for Birth to 3 parents; One Book - Every Child; Quality Pre-K Buttons for Parents to wear on take your child to work day.</li> <li>• During site visits, provide an opportunity for parents to present their hopes and dreams for their children and how the early learning opportunities help in preparing their children to be successful in school and in the community.</li> <li>• Host a PA Promise Awareness Day in your community (i.e. at a baseball game)</li> <li>• Distribute postcards &amp; flyers to parents and the community to engage them in advocacy regarding the ECE budget.</li> <li>• Work with local libraries and children's museums to host a table in which volunteers collect signed flyers &amp; postcards from parents during one of their busiest days.</li> <li>• Host a Transition Conference for parents &amp; practitioners</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Early Childhood Action Day.</b> Mobilize ECE providers to participate in Early Childhood Action Day events. Coordinate county participation.</li> <li>• Coordinate a local activity for parents who can't come to Harrisburg for Early Childhood Action Day</li> <li>• <b>Pre-K Graduations.</b> ask parents/grandparents of children graduating to send a thank you to their legislators, explaining what this pre-k program has meant to their child and how PA Pre-K Counts, STARS, or Head Start made this quality experience possible.</li> <li>• <b>Mother's Day.</b> Host a Mother's Day Tea. Invite all moms to spend time in their child's ECE classroom to celebrate Mother's Day. Early Childhood fair for registration in Head Start, Kindergarten, PreK Counts: co-ordinate w/high school for fair and also for students interested in ECE profession</li> <li>• Participate in an Early Childhood fair for registration in Head Start, Kindergarten, or PA PKC. Co-ordinate with local high school for fair for student volunteers who are interested in ECE profession.</li> </ul>	<ul style="list-style-type: none"> <li>• Final push – mobilize as many parents to send postcards, emails, letters to legislators in support of early education funding.</li> <li>• Participate with a Community Day at the Park by providing brochures &amp; literature for PA PKC and Keystone STARS.</li> <li>• Finalize 2008-2009 recruitment and fill classrooms</li> <li>• Celebrate <b>Father's Day</b> with a Father &amp; Child BBQ event.</li> <li>• Host a Kindergarten Transition Training Camp where parents &amp; children can come to school for station activities, materials &amp; resources.</li> </ul>

### Other possible outreach activities:

Last updated 10/2/09      Samples, tools and other resources available online in the Community Engagement intranet on the PA Key website ([www.pakeys.org](http://www.pakeys.org)) and on the OCDEL Community Education page at [http://paprom.convio.net/Community\\_Education](http://paprom.convio.net/Community_Education).

## CEG Outreach Calendar 2009-2010

### Parents:

- Training parents as leaders: provide training for parents as advocates; partner w/other organizations/agencies for funding & for attendance
- Coordinate Community Night (Bookstore, Holcomb's etc) for children entering Kindergarten - activities, give game, book, etc
- Work with local libraries in promoting the benefits of books in quality early learning.
- Create placemats to distribute to restaurants or pizza shops. Include Why Pre-K facts; Developmental appropriate activities, legislature and CEG contact information.
- Engage ECE facilities to participate in "Picture the Future" campaign (drawings by children highlight quality ECE shared with business and policy makers).
- Create a "Raising Readers" Parents Club
- Develop a "Literacy Walk in the Park" – collaborate with local school districts... "Bringing literature to life for kids"; parents will receive resources and info.
- Distribute PA Promise materials at Senior Expos – encourage grandparents to volunteer
- Hold Pre-K literacy workshops for parents
- Hold Fun Night for kids entering Kindergarten – games, activities, gifts
- Create a phone campaign – 5 people a day call legislators – focus on quality early education
- Create a postcard – disseminate at all parent workshops – active parent voice increase legislative role.
- Collaborate w/MOPS (Mothers of PS), statewide initiatives and libraries

### Business and Civic Leadership

- Use packaged Powerpoint PA Promise presentation at meetings
- Recognize business "helpers" on website and report cards
- Adopt a business to provide regular updates of children's progress
- Seek Businesses to adopt a child care facility. Ex: volunteers to come into classrooms to read. Display artwork at business. Fieldtrips, special events for holidays sponsored by business, donation of supplies.
- Sponsor & attend the monthly legislative affairs meeting at the local chamber of commerce
- In your local area connect PNC Bank employee volunteers with local child care providers to take advantage of the "Grow Up Great" Pre-K materials and volunteer support PNC has made available to early childhood providers.
- Work with local Kiwanis Clubs to identify "Young Children Priority One" literacy projects that will benefit early childhood providers.
- Ask businesses to partner with local Chambers of Commerce to support recognition events for local providers, including funding for provider "scholarship awards" for educational attainment.
- Working through the Director of Business Partnerships (email:diahal@berksiu.org), utilize the PA Early Learning Investment Commission Speakers Bureau to present to business groups in your community regarding the importance of investing in ECE programs.
- Partnering w/a business benefits Pre-K Counts by promoting advertising.
  - Store window displays w/ children's art
  - Recruitment: employees may have kids
  - Being able to leave brochures
  - A good avenue to get PreK counts out to general public
- Contact the Director of Business Partnerships (email:diahal@berksiu.org) and nominate local business executives to attend the annual Economic Summit on Early Childhood Investment sponsored by the PA Early Learning Investment Commission held in Harrisburg each spring (April 19, 2010).

### School Leadership

## CEG Outreach Calendar 2009-2010

- Update school readiness calendars
- Transition programs between early learning programs and schools
- Visit school principals & superintendents

### Policy Makers

- Present legislators with “We Are your Future...Invest in Us!” tri-fold boards created and signed by children; follow up with letters from parents to legislator explaining how they appreciate PA Pre-K Counts, STARS, and Child Care Works and how it affects their lives.
- Encourage positive legislative participation and membership on governing board of CEG.

### Media

- Schedule meeting with local television station program host to provide info on ECE initiatives and PA Promise
- Listen to and call into local talk call-in shows
- Visit all radio stations to participate in live broadcasts
- Developing newspaper supplemental focusing on articles related to issues such as “teaching standards in the Home” and acquiring advertising from centers, & business to pay for it. This tool can be distributed in schools, doctors offices & etc in addition to newspaper distribution
  - Develop Public Service announcements
    - Perform on local radio stations
    - Bill announcements
    - Committee announcements
    - PreK Counts info
    - Parent/child activities