



Visioneering Wichita B-K Alliance Notes

Monday, April 7, 2008 - 1:00-4:00 p.m.

Attendees: Lorraine Dold, Anne Maack, Teresa Rupp, Tami Bradley, Vera Bothner, Nancy Rasmussen, Chelie Nelson, Carla Heinz, June Rempel, Michele Spainhower, Kandi Miller, Emily Lies, Anne Cravens, Debbie Mai, Marla Canfield, Kelly Hayes, Paco Price, Layla El-Chami

Purposes of the Day

- Update from the State Legislature
- Update on seeking broader community support
- Frameworks Workshop
- Practice and Plan
- Message from the Business Community

The Context in Kansas

Anne Maack provided an update from the State Legislature and information on seeking broader community support (business "authority").

Legislative Update: \$27 million new dollars in the governors budget for Birth-PreK. The Budget Conference Committee will consider most of the new investment proposals in Omnibus.

<http://www.visioneeringwichita.com/minutes/birth/ECBG%20handout.pdf>

What's happening at the state level: Early Childhood Block Grant. Anne provided a handout listing what will be included in the block grant. She feels a joint application will be a stronger candidate than individual applications. More information to come after the state receives master tobacco settlement money (April 15) and the state receives updated revenue estimates (April 16).

<http://www.visioneeringwichita.com/minutes/birth/State%20update%204-7.pdf>

Frameworks Workshop

Vera Bothner and Tami Bradley, Bothner & Bradley, provided training on Framing Early Childhood Issues in Kansas. This training was based on concepts and messages developed by **Frameworks Institute (Zero to Three)** and **Kansas Action for Children**. A PowerPoint for the Alliance has been developed.

<http://www.visioneeringwichita.com/minutes/birth/Microsoft%20PowerPoint%20-%20Framing%20Early%20Childhood%20Issues%20KAC.pdf>

Key points:

- Frame the message around highest value issues
- Purpose is to change policy
- Enough people hear the message, the issue will get on the public agenda
- Find people with power to make the issue happen
- Has to be a call to action
- The frame is the way a story is told (values, context, numbers, visuals, metaphors, messengers, tone)
- Keep discussion at the policy level not personal
- Must have the right messenger so not perceived as self-interest
- Relationships come first then ask for the big things

For early childhood issues, remember the follow:

- Do
 - Begin discussion with values
 - Define what is at stake
 - Include brain architecture
 - Define community responsibility
- Do not
 - Begin conversation with school readiness, etc.
 - No early childhood lingo
 - Sting together a list of numbers
 - Assume that "science says" is enough
 - Assume people understand why it's important
 - Make it sound like it's over by age 3
 - Make it about the individual

Practice and Plan

Everyone was asked to develop their "Going Home" (key) messages; something that could be said in about 2 minutes. This was to be done individually or in groups. Tami suggested practicing out loud to become comfortable with the presentation.

The next exercise was an interview to see if you could come back to message. The questions asked were:

1. *Why is early childhood education important?*
2. *What can we do about it?*
3. *Do we have enough child care place?*

Discussion:

What worked:

Why is early childhood education important? It's important because it's where we start to build the future of our workforce and our future prosperity for Kansas.

Whose responsibility? Public/Private partnerships must build the systems together.

What can we do about it? Cessna is a perfect example of public/private partnership. It was in the state's long-term interest to contribute. There are private dollars but not enough. The state saves money by investing.

Do we have enough child care places? Enough child care places is not the issue. It is the quality of the child care.

A Message from the Community

Barry Downing spoke to the Alliance.

Other Announcements/Adjournment

Next leadership team meeting: May 12, 2:00 p.m., CCSR

Next Alliance meeting: May 19, 2:0 p.m., CCSR