

Meeting of the Early Childhood Advisory Council
April 21, 2022, immediately following the SC First Steps Board Meeting
SC First Steps
636 Rosewood Drive Columbia, SC 29201

AGENDA

- I. Call to Order and Approve Agenda (David Morley)
Motion: To adopt the agenda as submitted.
- II. Meeting Minutes (David Morley)
Motion: To approve ECAC Minutes of February 17, 2022
Attachment: February 17, 2022 Minutes
- III. Early Childhood Integrated Data System (ECIDS) (Georgia Mjartan)
Motion: To approve the recommended revisions to the Data Governance Charter for the Early Childhood Integrated Data System (ECIDS) developed by the Early Learning Extension Data Governance Work Group (requires motion and second)
Attachment: Revisions to the Data Governance Charter for the Early Childhood Integrated Data System
- IV. Presentations and Updates from ECAC Members
 - a. Update on Federal Stimulus Funding/Child Care Activities (Mike Leach, SC Department of Social Services Update)
- V. Reports
 - a. Report from the Interagency Collaboration Committee (David Mathis)
Attachments: Interagency Collaboration Committee Report, and Interagency Collaboration Committee Meeting Recap
 - b. ECAC Report on Activities, (Georgia Mjartan)
Attachment: Report on the Activities of the Early Childhood Advisory Council
- VI. Adjourn (David Morley)
Motion: To adjourn the meeting of the Early Childhood Advisory Council

Early Childhood Advisory Council Meeting

February 17, 2022, immediately following the SCFS Board of Trustees Meeting
Cathy Novinger Girl Scouts Leadership Center
1107 Williams St. Columbia, SC 29201

Members Present (13):

Dave Morley, Chair	Robert Kerr
Dr. Shelley Canright, Vice Chair	Sue Williams
John Hayes	Dr. Amy Williams
Tim Holt	
Michael Leach	
Dr. David Mathis	
Jennifer McConnell	
Alexia Newman	
Janie Neeley	
Roger Pryor	

Members Absent (10):

Sen. Gerald Malloy
Rep. Rita Allison
Sen. Greg Hembree
Dr. Edward Simmer
Dr. Michelle Fry
Nicole Wynkoop
Rep. Jerry Govan
Mary Lynn Diggs
Jessica Mackey
Walt Fleming

Attendees (63)

Georgia Mjartan	Nicole Glenn	Kelly Poole
Garnett Alexander	Tricia Gorton	Dorothy Priestler
Jon Artz	Celeste Graham	Chelsea Richard
Laura Baker	Haley Gram	Kaitlyn Richards
Mark Barnes	Marla Hamilton	Jim Riddle
Michelle Beaufort	Rachal Hatton	Cindy Riley
Gina Beebe	Anthony Hewell	Jeanette Samuels
Mary Broales	Samantha Ingram	Justina Siuba
Cushan Brown	Carletta Isreal	Ayesha Smith
Sandra Butler	Kristine Jenkins	Pat Smith
Jessica Buzhardt	Megan Johnson	Martha Strickland
Karlie Canupp	Avian Jones	Mike Taylor
Kim Chariker	Lexi Jones	Debbie Teer
Jabari Clyburn	Reo Kiith	



MOTION

To approve the recommended decisions to the Data Governance Charter for the Early Childhood Integrated Data System (ECIDS) developed by the Early Learning Extension Data Governance Work Group

South Carolina Early Childhood Integrated Data System

Revisions to the Data Governance Charter

I. Purpose

A. Program Responsibilities

Participating programs will adopt, communicate, and enforce the established data governance policies, procedures, processes, and standards at all levels of their program as data is an inter and intragency asset. Participating programs need to assign members to participate in each Data Governance Work Group. Within each DGWG, a consensus based decisionmaking process will be utilized. Each participating program will have one unified voice in the decision process

V. Data Governance Roles & Responsibilities

C. Data Governance Work Group Members

4. Advisory Members

Individual(s) serve in an advisory capacity and make suggestions with the participating programs for the purpose of the decision making process. Their agreement is not needed to reach consensus in the decision making process.

Representatives may include members of the Education Oversight Committee or the Early Childhood Advisory Council (outside of those who are a participating program)



Interagency Collaboration Committee
Meeting Recap
January 11, 2022

Present: ICC Chair, David Mathis, Department of Education; Eric Bellamy, Children's Trust; Solandra Bowman, SC Educational Television; Jennifer Buster, Department of Health and Human Services; Mary Lynne Diggs, Head Start Collaboration; Office Amber Gillum, Department of Social Services; Louise Johnson, Department of Mental Health; Georgia Mjartan, SC First Steps/ECAC;

Absent: Leesa Aiken, State Library; Joyce Kimrey, Department of Disabilities and Special Needs
Rusty Monhollon, Commission on Higher Education

Report on the Activities of the Early Childhood Advisory Council
For April 21, 2022

Integrated Early Childhood Data

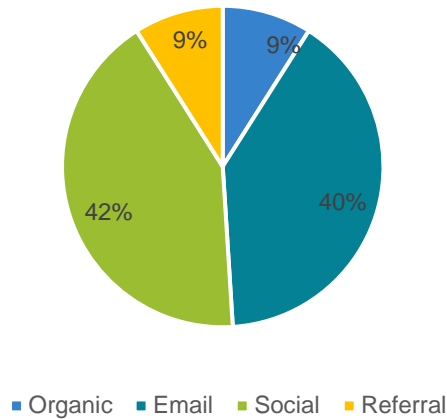


First Five SC (portal address <https://first5sc.org>)

1. Officially launched February 17, 2022. A login system for programs to collect information for eligible families/leads was launched March 30, 2022.
2. Common application development is underway.
3. First Five SC has received national attention from The Baby Monitor and the Alliance for Early Success. First Five SC will be featured on an upcoming podcast from PDG, as well as an episode of Carolina Classrooms on ETV, featuring Georgia Mjartan.
 - a. Several states and municipalities have requested information about developing and implementing a First Five program: Texas; Missouri; Georgia (DECAL)
4. Portal analytics
 - a. February 17, 2022- March 31, 2022
 - i. Unique Visitors , 12,394
 - ii. Pageviews , 35,909
 - b. March 1, 2022 - March 31, 2022
 - i. Unique visitors - 5,718
 - ii. Pageviews - 17,447
 - c. Traffic acquisition - channels through which people found First Five
 - i. See Chart 1

familyconnectionsc.org is top referral site

Chart 1: First Five SC
Traffic Acquisition Channels
March 1-31, 2022



Palmetto Pre-K (portal address: www.PalmettoPrek.org)

1. Portal analytics since launch (February 1, 2020 through March 31, 2022)
 - a. Unique website visitors: 97,703
 - b. Total leads: 15,425
 - c. Eligible for at least one program: 12,875
 - i. Head Start eligible: 5,997
 - ii. First Steps 4K eligible: 4,297
 - iii. Public school eligible: 6,434
 - iv. SC DSS voucher eligible: 2,037
2. Marketing • First quarter marketing completed. On-going digital and social promotion continues; next push planned for June and July.
 - a. 1st quarter marketing included:
 - i. Radio - Ads to run through March (English and Spanish versions)
 - ii. Digital ads (Facebook/Instagram/Google)
 1. Targeting a SC audience with an interest in early childhood and preschool
 2. Ads are changed out regularly to stay fresh
 - iii. Text messages - Sent regularly through partner list (through SCETV Education and SCDHEC WIC offices)
 - iv. Peer to Peer marketing sharing information from vendor tables at professional conferences
 - v. Distributing informational materials with First Steps local partnerships for sharing
 - vi. Providing graphics and portal link to school districts, First Steps local partnerships and Head Start grantees to add to their websites
 - b. Palmetto Pre-K Enrollment Day (April 4) • agency-specific graphics and text were provided to the four government entities collaborating on the Palmetto Pre -K initiative. The graphics were shared in a statewide collective effort to encourage parents to enroll their children in preschool. First Steps county partnerships and local preschools shared the graphics further to expand the message reach.
 - i. SC First Steps post reached more than 7,000 people

Grants

1. Alliance for Early Success
 - a. Alliance resources support the work of Government Affairs Liaison, Kaitlyn Richards
 - b. Updates to the SC Policy Landscape page on the Alliance website are in progress
2. Preschool Development Grant
 - a. PDG supports the following activities for ECAC: Birth through Five Plan (production completed), First Five SC, Palmetto PreK, and Family Voice Council
 - b. Year 2 ends April 29, 2022
 - i. Year 3 budget submitted to lead agency, DSS

