



Communication & Engagement

Institute for Emerging Issues
Kidonomics 2018

Agenda

Introductions

EC Background

Communication and Engagement: The Challenge

Value Proposition Exercise

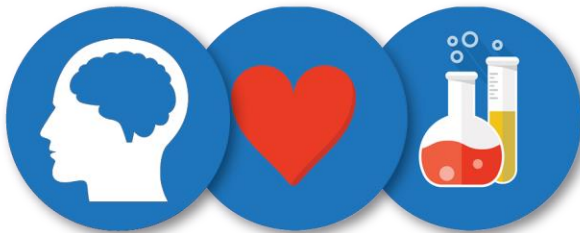
Strategic Communications and Engagement in Action: Panel

What is Early Childhood?

Early Childhood: The Head vs. The Heart

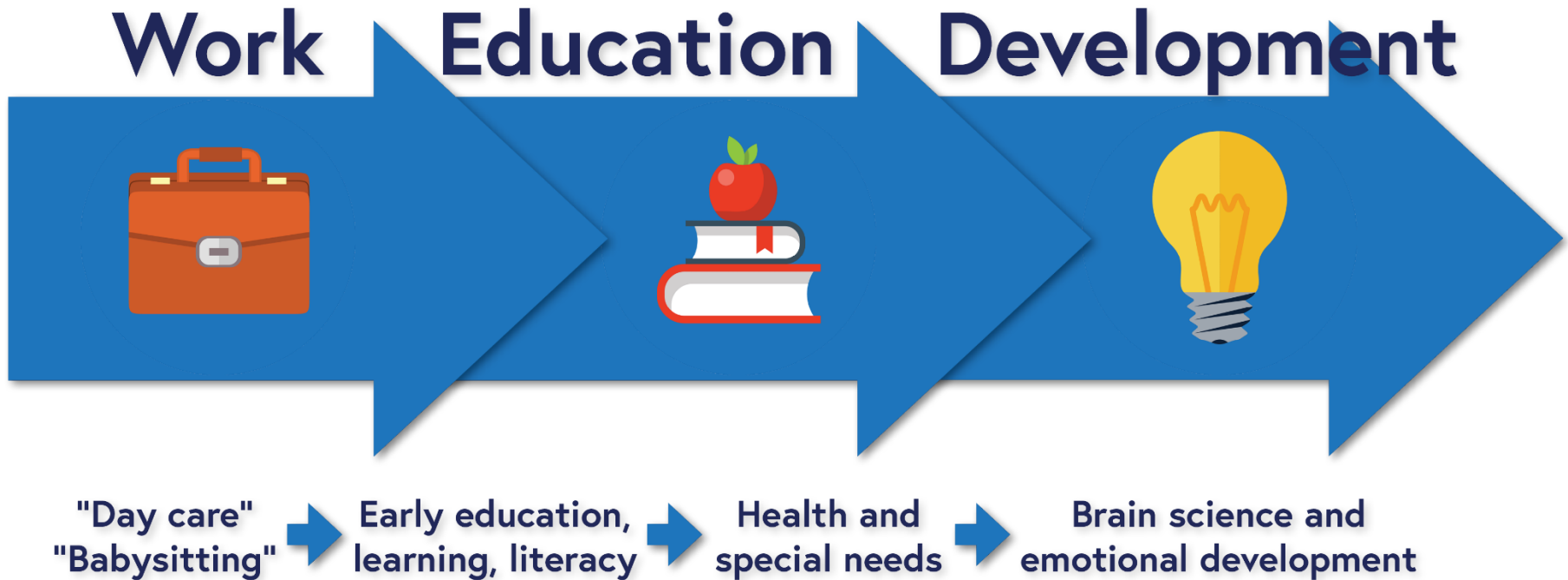


**Child care is a work support
for working parents (traditional)**



**Child care is early childhood
education (now)**

Early Childhood: In Practice



Communications and Engagement

The Challenge

Objective: Telling Your Story



My Story. What can I say about my value?



My Goal. What am I looking to achieve?



My Audience. Who are the “customers” I’m selling to?



My Message. What’s the best way to deliver my “product”?

Objective Statement

For _____ (target customer), who

_____ (statement of need or opportunity), _____

_____ (product/service category)

(statement of benefit).

Objective Statement

For IEI Workshop Participants (target customer), who
are seeking a clear value proposition for early childhood
education and resources for community engagement and
marketing (statement of need or opportunity), this
workshop is an opportunity (product/service category)
that will provide practical tools for your organization to
communicate your story and engage with your audience
(statement of benefit).

Understanding Your Audience

Parents

“I want my child to have a safe place to learn, grow and be prepared for kindergarten”



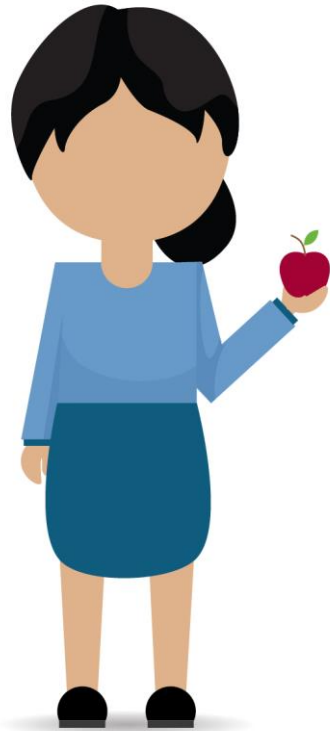
Children

“I want to learn and have fun”



Child Care Provider

“I want to create a high-quality nurturing environment for children to grow and learn”



Community Support Organizations

“I want to create healthier, stronger families and communities”

State Agency, Policy Maker

“I want to support low-income families by providing child care subsidies, so parents can work”

“I want to support all families by providing a system of resource for young children”





Advocates, Foundations, Investors

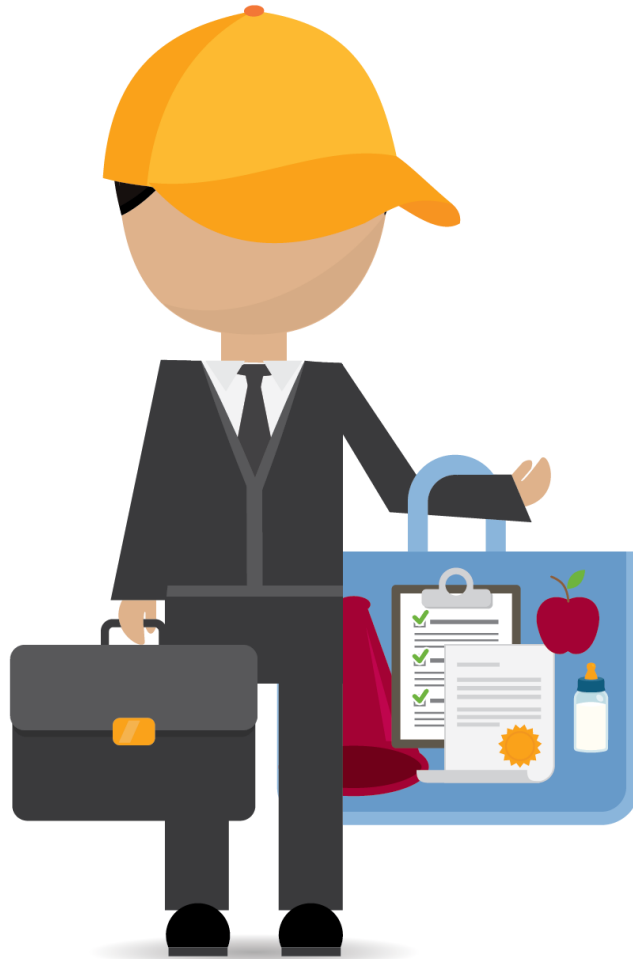
“I want to support a thriving
community”



Businesses

“I am looking for a pipeline of
highly qualified employees and
a supportive work environment
for working parents”

Value Proposition



Value Proposition Exercise

Value Proposition Exercise

First sentence – Value of *Early Childhood Education* and Offerings:

For _____ (target customer), who _____ (statement of need or opportunity), early childhood education is _____ (product/service category) that _____ (statement of benefit).

Second sentence – Value Positionings:

Unlike _____ (main competitive alternative), early childhood education _____ (statement of benefit).

Discussion



Strategic Communications and Engagement in Action

Early Childhood Strategic Communications & Engagement Panel

Panel Members



Marni Eisner

Director

Great Expectations
at MDC



Nora Ferrell

*Director of
Communications*
Kate B. Reynolds
Charitable Trust



Jessica Lowery

Executive Director
Robeson County
Partnership for
Children, Inc.



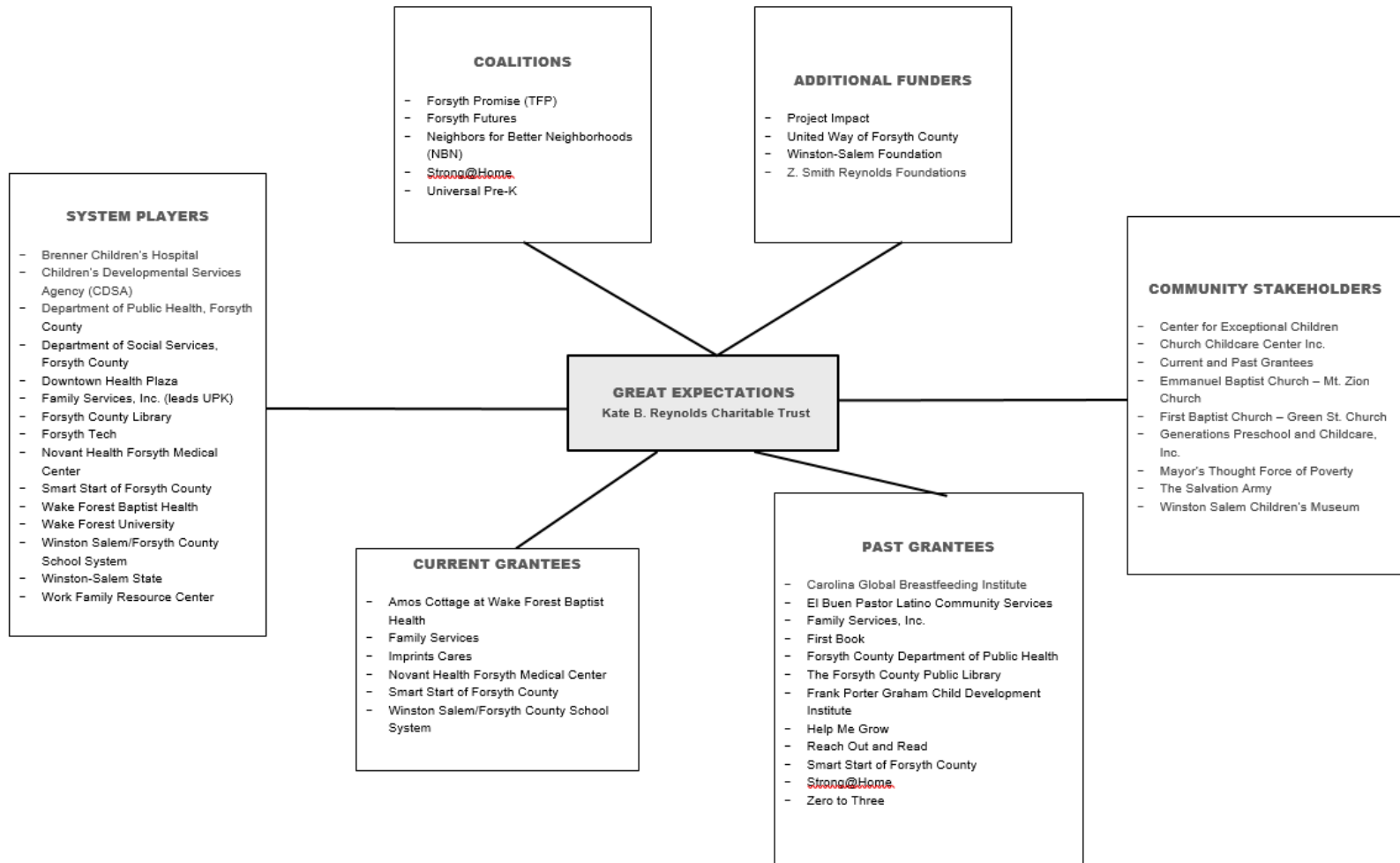
Ryan White

Consultant
Public Consulting
Group, Inc.

GREAT EXPECTATIONS DRAFT AUDIENCE FRAMEWORK

10-10-2017

APPENDIX 1



Here's what we learned



50%

Over 50% of Latino families reported they could not afford a needed medical appointment.



35%

Over 35% of African American families reported struggling to pay rent and finding work.

Here's what we learned



Programs in Forsyth County could operate more efficiently if they had a mechanism to share data about who they were serving and where to refer families in need of supplemental services.

Takeaway



Communications and Engagement Plan

Takeaway Template

Institute for Emerging Issues
Kidonomics 2018

PCG | **Human Services**
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Communications and Engagement Plan
Workshop Takeaway Template
IEI Kidonomics 2018

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Objective

For IEI Workshop Participants (target customer), who are seeking a clear value proposition for early childhood education and resources for community engagement and marketing (statement of need or opportunity), this workshop is an opportunity (product/service category) that will provide practical tools for your organization to communicate your story and engage with your audience (statement of benefit).

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