



Meeting of the Early Childhood Advisory Council
February 17, 2022, immediately following the SC First Steps Board Meeting
Cathy Novinger Girl Scouts Leadership Center
1107 Williams St
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 December 3, 2021
Attachment: December 3, 2021 Minutes

- III. Information
 - a. Report from the Interagency Collaboration Committee (David Mathis)
Attachment: Interagency Collaboration Committee Recap
 - b. ECAC Report on Activities (Georgia Mjartan)
 - i. Early Childhood Integrated Data System (ECIDS)
 - ii. Palmetto Pre-K
 - iii. First Five SC**Attachment s:** ECAC Report on Activities and Supporting Materials

- IV. Adjourn (David Morley)
Motion: To adjourn the meeting of the Early Childhood Advisory Council



Early Childhood Advisory Council Meeting

December 3, 2021, immediately following the SCFS Board of Trustees Meeting
<https://zoom.us/j/92196505922?pwd=WnA4MFlYZWJXWmFJU21xK2YzWndFdz09>
Draft Minutes

Members Present (15):

| | |
|----------------------------------|--------------------|
| Dave Morley, Chair | Jennifer McConnell |
| Dr. Shelley Canright, Vice Chair | Alexia Newman |
| Sen. Greg Hembree | Janie Neeley |
| Mary Lynne Diggs | Roger Pryor |
| Dr. Michelle Fry | Dr. Edward Simmer |
| John Hayes | Sue Williams |
| Tim Holt | |
| Michael Leach | |
| Dr. David Mathis | |

Members Absent (8):

Sen. Gerald Malloy
Rep. Rita Allison
Rep. Jerry Govan
Walter Fleming
Robert Kerr
Jessica Mackey
Dr. Amy Williams
Nicole Wynkoop

Attendees (50):

| | | |
|----------------------|----------------------|---------------------|
| Georgia Mjartan | Karen Oliver | SheKiah Reese |
| Amy Engle | Kate Roach | Vernell Gray Fuller |
| Avian Jones | Kathy Fitzgerald | |
| Betty Gardiner | Keisha Gray | |
| Carletta Isreal | Kerry Cordan | |
| Carolyn Ellis | Kristin Zeaser-Sydow | |
| Chelsea Richard | Kristine Jenkins | |
| Cheryl Scales-Chavis | LaMyra Sanders | |
| Cindy Ellis | Laura Baker | |
| Cindy Galloway | Lexi Jones | |
| Cindy Kellett | Lis Guimaraes | |
| Delores Rock | Mark Barnes | |
| Dione Ashley | Martha Strickland | |
| Derek Cromwell | Matt Weyer | |
| Dione Brabham | Nur Tanyel | |
| Felicia Battle | Pierce McNair | |
| Gina Beebe | Rachal Hatton-Moore | |
| Jabari Clyburn | Rogers Pender | |
| Jayne Buckley | Rusty Monhollon | |
| Jenny May | Samantha Ingram | |
| Jon Artz | Sarah Eargle | |
| Joy Mazur | Sharon Bruton | |
| Justina Siuba | Shayla Pettigrew | |
| Kaitlyn Richards | Sheila Cornwell | |

Mr. Morley called the ECAC meeting to order at 3:25 p.m.



Mr. Morley asked for a motion to adopt the agenda. Dr. Canright provided the motion. Mr. Holt provided a second and the motion was unanimously approved.

Mr. Morley asked for a motion to approve the October 21, 2021 minutes. Dr. Canright provided the motion. Ms. Neeley provided the second and the motion was unanimously approved.

Ms. Mjartan presented on the Early Childhood Integrative Data System Data Governance Charter.

Mr. Morley asked for a motion to approve the Data Governance Charter for the Early Childhood Integrative Data System developed by the Data Governance Work Group. Sen. Hembree provided the motion. Dr. Williams provided the second and the motion was unanimously approved.

Mr. Morley asked for a motion to add two key measures of success to the South Carolina Birth through Five Plan. Dr. Williams provided the motion. Dr. Canright provided a second and the motion unanimously approved.

Ms. Mjartan presented on the launch of First5 SC and shared the live website.

Dr. Mathis reported on the Interagency Collaboration Committee and their next steps to implement the South Carolina Birth through Five Plan. Ms. Mjartan shared that the Education Commission of the States will be providing technical support to assist with the development of a state plan.

Mr. Morley asked for a motion to adjourn the meeting. Dr. Mathis provided the motion. Mr. Holt provided a second and the motion was unanimously approved.

The meeting was adjourned by Mr. Morley at 3:56 p.m.



Interagency Collaboration Committee Meeting Recap January 11, 2022

Present: ICC Chair, David Mathis, Department of Education; Leesa Aiken, State Library; Eric Bellamy, Children's Trust; Solandra Bowman, SC Educational Television; Jennifer Buster, Department of Health and Human Services; Amber Gillum, Department of Social Services; Georgia Mjartan, SC First Steps/ECAC; Joyce Kimrey, Department of Disabilities and Special Needs

Absent: Mary Lynne Diggs, Head Start Collaboration Office; Louise Johnson, Department of Mental Health; Rusty Monhollon, Commission on Higher Education; Brannon Traxler, Department of Health and Environmental Control

Staff: Karen Oliver, Laura Baker, Rachal Hatton-Moore, Justina Siuba, SC First Steps/ECAC

Call to Order and Welcome

David Mathis convened the meeting at 3:05 PM.

SC Early Childhood Integrated Data System (SC EIDS)

Justina Siuba provided an update on SC EIDS. Two data governance work groups, the Early Learning Extension (ELE) and the Preschool Development Grant (PDG) groups, are working on data governance and integration. The ELE will be able to answer key questions about children while they were enrolled in early childhood care and education programs and connect with the existing state K-12 Statewide Longitudinal Data System (SLDS) to link early childhood care and education programs to K-12 outcomes.

The PDG workgroup, with support from the Revenue and Fiscal Affairs Office (RFA), will have their kick-off meeting later this month to identify what information should be included on public dashboards about children enrolled in early childhood programs and services. RFA is currently working on a basic design / development internally based on other state ECIDS dashboards to get ideas flowing for potential dashboard designs.

As reported previously, working group members will determine data sharing parameters. Organizations will sign Memoranda of Agreement (MOAs) that outline roles and responsibilities for participation. Out of these agreements, reports and dashboards will be built.

It was noted that that data from one DDSN source did not have the universe of data that SC DHHS did. Siuba will follow-up to be sure that SCDHHS is brought into data discussions.

SC Birth Through Five Plan

Mathis stated that implementation of the Birth through Five Plan (B5 Plan) is the work of ICC. He invited ICC members to review the objectives and strategies with key agency staff to see "where our responsibilities may rest, or where we may help."

Mathis shared that he reviewed the B5 Plan with key education staff. His staff included it in their work and identification of future priorities. Mathis encouraged ICC members to go back to their staff, discuss the plan, and see where their agency's work intersected with the B5 Plan. He also encouraged members to identify and assign specific staff people who would be accountable for their agency's participation in contributing to progress on the plan.

Mathis and Georgia Mjartan noted that B5 Plan implementation could and should use existing infrastructure where possible. Existing workgroups, like ECIDS or the Birth Outcomes Initiative workgroups, present opportunities to accelerate effort and blend/braid resources.

The ICC determined that it would meet in person March 1 for a full afternoon. The afternoon will be spent determining which objectives and strategies the ICC will prioritize. The ICC will also identify milestones and measures to monitor progress.

It was noted that for interagency collaboration to be successful, each agency must do its own planning in advance of the March meeting to

- 1) Review the B5 Plan to see where agency priorities and work intersect/align with the Plan
- 2) Determine where it might lead or act as a partner in implementing a strategy
- 3) Identify key staff who would be accountable for the agency's commitment to implementing the Plan

ECAC staff was asked to send instructions to prepare for the meeting.

ICC Collaboration Opportunities and Updates

Georgia Mjartan provided an update on First Five South Carolina. The site was "soft launched" December 2. To date, 4000 site views have been recorded. Rachal Hatton-Moore, First Five SC lead, shared that one parent said she had been looking for services for a year, and found what she needed in five minutes using the First Five SC platform.

Mjartan also reported Governor McMaster's proposed budget included six million dollars in recurring funds for First Steps for targeted and competitive grants to local partnerships.

Adjourn

The meeting was adjourned at 4:00 PM



Report on the Activities of the Early Childhood Advisory Council For February 17, 2022

Integrated Early Childhood Data

Early Learning Extension (ELE)

1. Background
 - a. The ELE will be able to answer key questions about children while they were enrolled in early childhood care and education programs.
 - b. The ELE will connect with the existing state K-12 Statewide Longitudinal Data System (SLDS) to link early childhood care and education programs to K-12 outcomes.
2. Data Governance Work Group (DGWG)
 - a. Participating programs contributing data include First Steps, SCDE, DSS-SC Voucher, and Head Start
 - b. Technical advisory support from SCDE Office of Research and Data Analysis and SC Revenue and Fiscal Affairs Office (RFA).
3. Progress Updates
 - a. Data Governance Coordinator is working on feasibility study to determine data elements that will be included in the Statewide Longitudinal Data System.
 - i. A Needs Assessment is being conducted with each participating program team. The goal of the Needs Assessment is to identify:
 1. What data is currently being collected by participating programs
 2. What are they interested in being able to answer with their data and with ELE data
 3. Potential K-12 outcomes of interest
 - b. Child Trends is providing support from the Early Childhood Data Collaborative Team (<https://www.childtrends.org/research-topic/ECDC>), and is helping to develop a communications toolkit for SC.
 - i. The goal is to identify key messages to communicate about the Early Learning Extension and its governance structure, culminating in a communications toolkit that can be used by key stakeholders across our state.
 - c. The Data Governance Work Group has selected the first question they would like to be able to answer with integrated partner data in response to state early childhood priorities.
 - i. This first question fits into the established Key Questions that have been selected by the ECAC.

Preschool Development Grant (PDG)

1. Background
 - a. An activity of the Preschool Development Grant (PDG) Birth through Five Initiative is to develop and implement an integrated data system for South Carolina, that will be housed and supported at RFA
 - b. The PDG Data Governance Work Group will work to identify information to include on public dashboards about children enrolled in early childhood programs and services.
2. Data Governance Work Group Members
 - a. Working to establish final list of members.



- b. Technical support from RFA
- 3. Progress Updates
 - a. Initial kick-off meeting was hosted in January with representatives from Head Start, DSS, First Steps, DDSN, Family Connection, Help Me Grow, ParentChild+, SCDE, DHHS, and DHEC
 - b. RFA is working on a dashboard design, informed by other state ECIDS dashboards.
 - c. Reoccurring meeting schedule is set for 1st and 3rd Wednesday of the month for the Data Governance Work Group to continue.
 - d. The Data Governance Work Group has identified multiple topics of interest to explore as questions they would like to be able to answer in response to state early childhood priorities.
 - i. These topics fit into the established Key Questions that have been selected by the ECAC.

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

- 1. Officially launched February 17, 2022
 - a. Marketing and communications broadcast campaign coordinated with launch
- 2. Common application development is underway
- 3. Portal analytics (December 1, 2021 – January 31, 2022)
 - a. Unique website visitors: 1,602
 - b. Page views: 4,720
 - c. Pages most viewed and % of total page views
 - i. Homepage - 38%
 - ii. Connect to Services - 9%
 - iii. Who We Are - 5%
 - iv. Child Care and Early Education - 6%
 - v. Special Needs & Early Intervention - 3%
 - vi. Parenting & Family Support - 3%
 - vii. Health & Safety - 2%
 - viii. Food & Nutrition - 1%

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

- 1. Portal analytics (February 1, 2020 through January 31, 2022)
 - a. Unique website visitors: 85,124
 - b. Total leads: 14,095
 - c. Eligible for at least one program: 11,666
 - i. Head Start eligible: 5,682
 - ii. First Steps 4K eligible: 4,246
 - iii. Public school eligible: 5,954
 - iv. SC DSS voucher eligible: 1,906
- 2. Marketing - Parents begin thinking about preschool enrollment in January. Marketing efforts for the portal are concentrated in the 1st quarter.
 - a. Planned portal marketing for 1st Quarter:
 - i. Radio - Ads to run through March (English and Spanish versions)

- ii. Digital ads (Facebook/Instagram/Google)
 1. Ads are in market through December
 2. Targeting a SC audience with an interest in early childhood and preschool
 3. Ads are changed out regularly to stay fresh
- iii. Text messages - Sent regularly through partner list (SCETV Bright by Text and SCDHEC WIC)
- iv. Postcards to be sent in March to 35,000+ homes with children 4-years-old on or before September 1, 2018, using partner lists (DHHS Medicaid / DSS SNAP/TANF)
- v. Peer to Peer marketing sharing information from vendor tables at professional conferences
- vi. Distributing informational materials with First Steps local partnerships for sharing
- vii. Providing graphics and portal link to school districts, First Steps local partnerships and Head Start grantees to add to their websites

Family Voice Council (FVC)

1. 33 total interest forms received
 - a. 20 families met eligibility requirement (parent of child aged birth-5, recipient of public service)
 - b. 14 families completed on-boarding
 - c. 4 families are in on-boarding or consideration process
 - d. 6 Family Voice Council seats still open, and recruitment is on-going
2. To generate or increase participation First Steps family engagement activities, FVC provided input on potential incentives that might appeal to parents and families
3. Future meeting topics include leadership training, and presentations from WIC and the SCDE Office of Early Learning and Literacy.

Transitions

1. The *South Carolina's Pre-K to K Transitions Plan: Family Engagement* is in final draft form and will be released later this month or early March
2. The workgroup will continue to meet in 2022
 - a. To implement tactics that support transition activities from April through August
 - b. To advance additional tactics that support family engagement as they relate to transitions from home to care or to school.

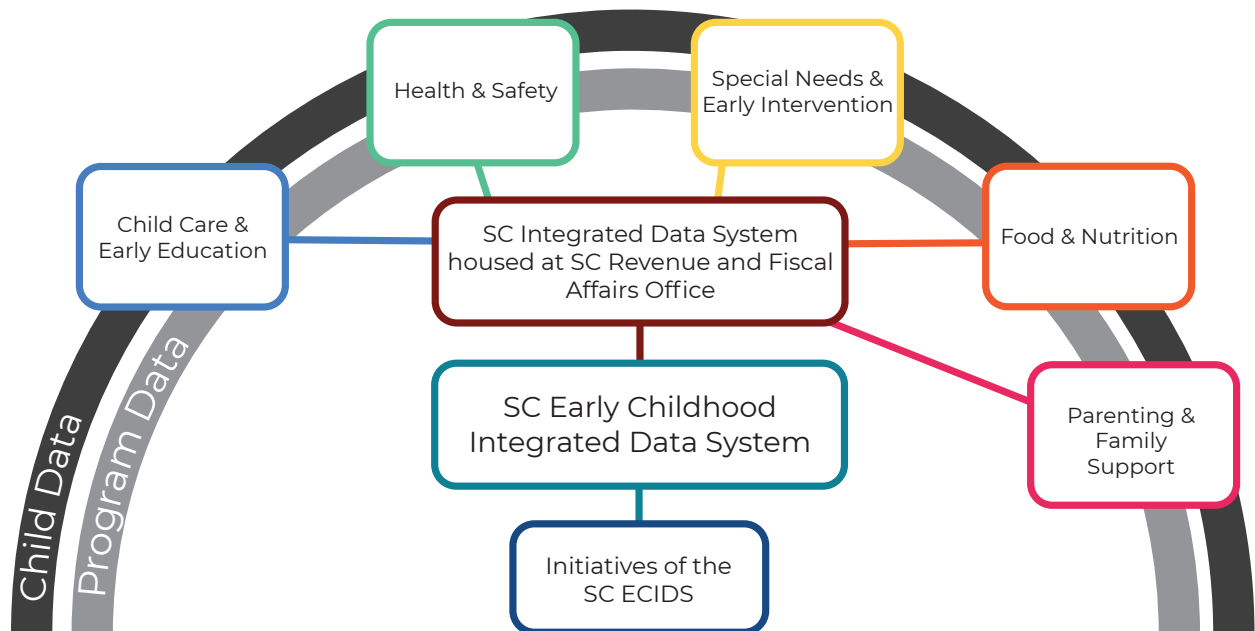
South Carolina Early Childhood Integrated Data System

The mission of the **South Carolina Early Childhood Integrated Data System (SC ECIDS)** is to establish and maintain a comprehensive infrastructure for integrated, accurate, and actionable data to support children, families, and communities in South Carolina.

The integration of early childhood data, beyond state and federally funded programs serving children under age six in South Carolina, will answer questions that cannot be answered by a single program.

KEY QUESTIONS

1. What early childhood programs, statewide, are available for eligible young children?
2. How many young children are there?
3. How many young children are eligible for early childhood programs?
4. How many young children are enrolled in early childhood programs?
5. Are those enrolled in early childhood programs on track to succeed?
6. What is the return on investment for early childhood programs?



For the most up to date details, please visit earlychildhoodsc.org/what-we-do/sc-early-childhood-integrated-data-system/.

South Carolina Early Childhood Integrated Data System

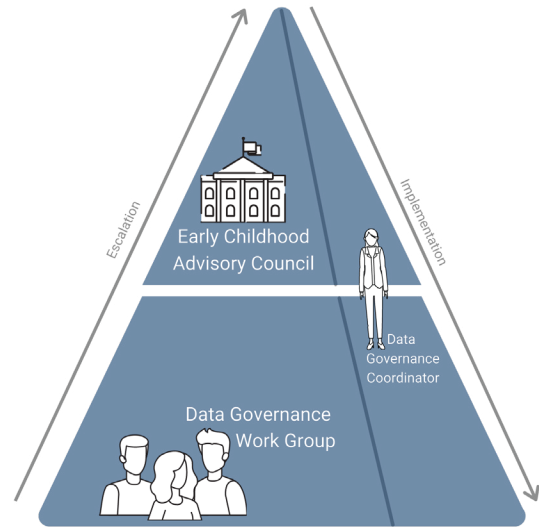
DATA GOVERNANCE

Data Governance is an organizational process and structure. It is the framework for establishing strategy, policies, and processes for shared data, including safeguards around data access.

The South Carolina Early Childhood Advisory Council (ECAC) serves as the governing body for the SC ECIDS and the venue for collective decision making for the ECIDS Data Governance.

A Data Governance Coordinator is housed at the ECAC to facilitate Data Governance for the SC ECIDS. For questions, please contact [Justina Siuba](#), Data Governance Coordinator.

The Data Governance Work Group develops recommendations to the ECAC for their consideration to ensure that SC ECIDS is aligned, coordinated, and family centered and to operationalize data governance.



TIMELINE

| | 2020 | 2021 | 2022 | 2023 | 2024 | Beyond 2024 |
|--------------------|------|------|------|------|------|-------------|
| Plan | | | | | | |
| Design | | | | | | |
| Launch | | | | | | |
| Maintain & Enhance | | | | | | |

CURRENT INITIATIVES

South Carolina Early Learning Extension (ELE)

The ELE will be able to answer key questions about children while they were enrolled in early childhood care and education programs and link those experiences with K-12 outcomes. The technical lead on the ELE is the South Carolina Department of Education.

This is funded by the Statewide Longitudinal Data Systems Grant Program, Grant Number R372A200048, from the U.S. Department of Education through February 2024.

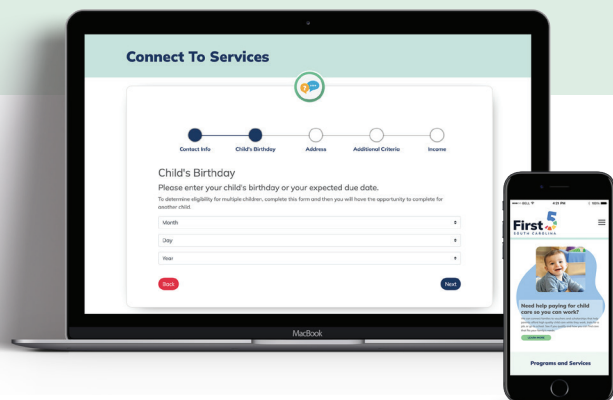
Enhanced SC Profile

An enhanced SC Profile will be built for early childhood data, including new data inputs into the SC Integrated Data System and leverage existing data inputs for evidence-based decision-making. The technical lead on this initiative is the South Carolina Revenue and Fiscal Affairs Office.

This is funded by the Preschool Development Grant Birth through Five Initiative (PDG B-5), Grant Number 90TP0080-01-00, from the Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services through April 2023.

The SC ECIDS will continue to grow and expand as new data become available and new initiatives emerge.

Connecting families with over 40 public services for young children.



What is First Five South Carolina?

First Five SC transforms the way families access publicly funded early childhood programs and services in South Carolina. Through a single online portal, families and their advocates can find information about child care, health, early intervention, nutrition, and parenting support programs in their area.

What is the Purpose?

First Five SC engages parents and caregivers as active partners in making South Carolina's early childhood system work for young children and families. By streamlining the search and application process, First Five SC helps families better understand their options and choose the programs and services that best meet their needs.

Whom does it Serve?

Parenting young children is multifaceted and families are usually dealing with more than one need at any given time. First Five SC accommodates the real life complexities of families by providing cohesion between publicly funded early childhood programs and services in South Carolina. By answering a few questions, families and their advocates can locate publicly funded early childhood services that they may qualify for in their area.

First Five SC Early Childhood Services



Includes 60 programs and services across 10 state agencies.


- Children's Trust of SC
- SC Dept. of Disabilities and Special Needs
- SC Dept. of Education
- SC Dept. of Health & Environmental Control
- SC Dept of Health and Human Services
- SC Dept. of Mental Health
- SC Dept. of Social Services & Head Start Collaboration Office
- SC Educational Television
- SC First Steps
- SC School for the Deaf and the Blind
- SC State Library



Increased access = Increased potential for South Carolina's children



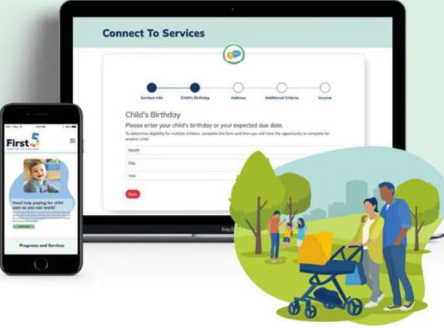
Introducing First Five SC



First 5
SOUTH CAROLINA

Connecting families with over 40 public services for young children.

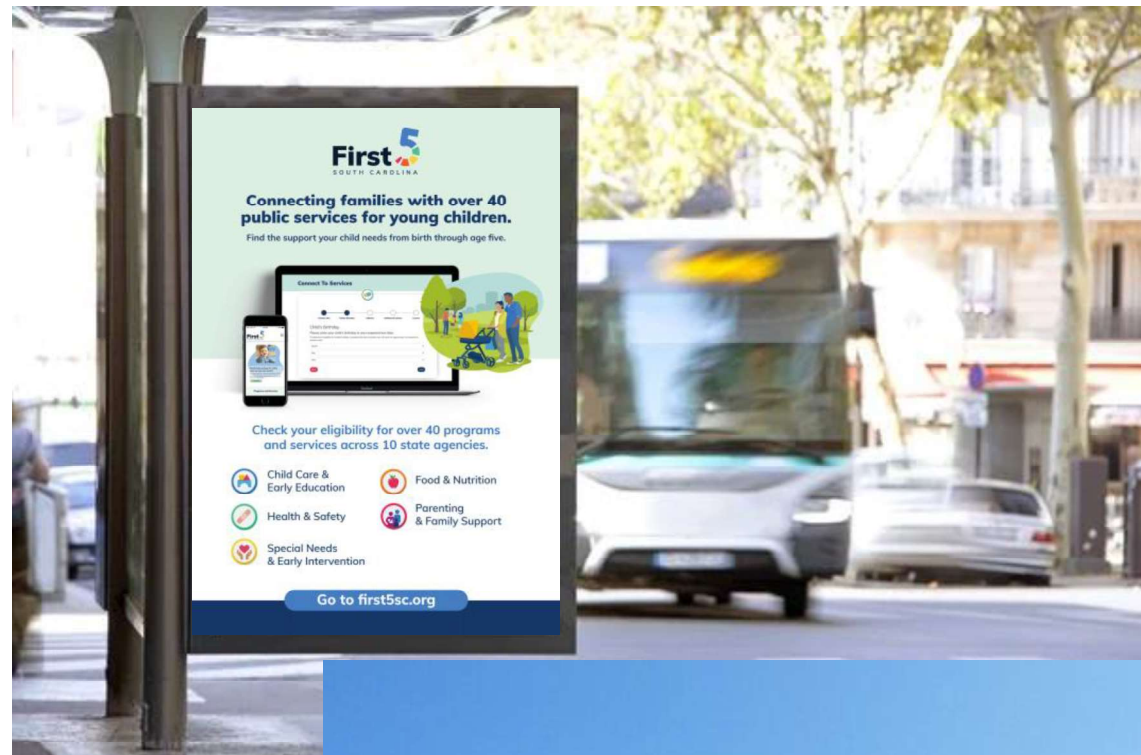
Find the support your child needs from birth through age five.



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first5sc.org



First 5
SOUTH CAROLINA

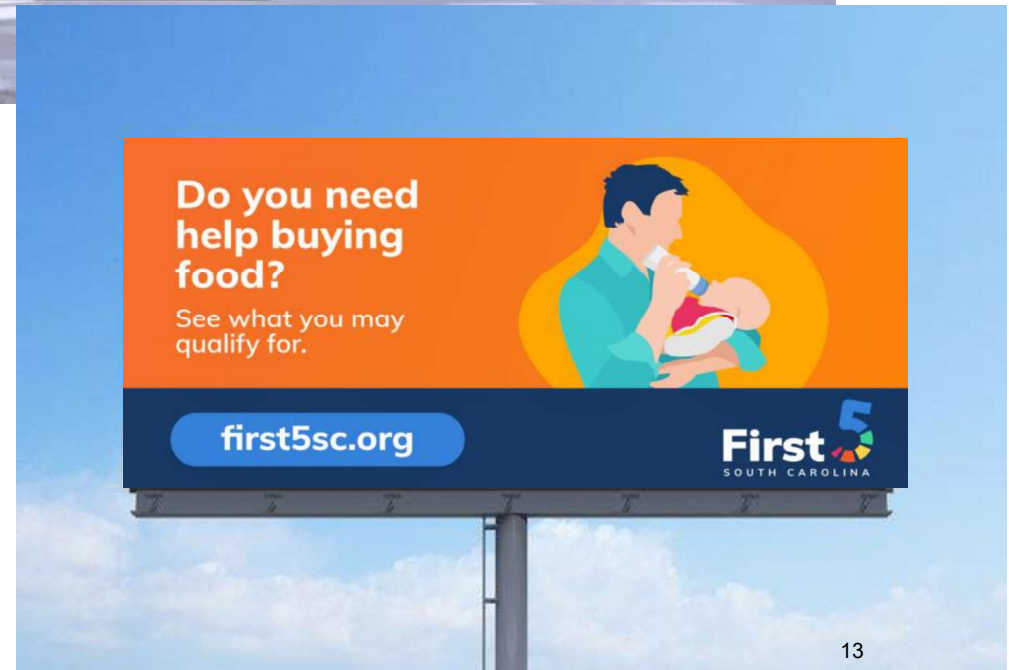
Connecting families with over 40 public services for young children.
Find the support your child needs from birth through age five.



Check your eligibility for over 40 programs and services across 10 state agencies.


- Child Care & Early Education
- Food & Nutrition
- Health & Safety
- Parenting & Family Support
- Special Needs & Early Intervention

Go to first5sc.org



Do you need help buying food?

See what you may qualify for.



first5sc.org

First 5
SOUTH CAROLINA



Palmetto Pre-K is your one-stop shop for finding publicly funded educational preschool programs in South Carolina.

COMMUNICATIONS UPDATE

As of January 31, 2022

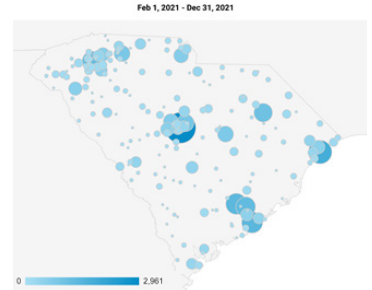


Unique visitors to **PalmettoPreK.org**: **85,124**

(February 1, 2020 - January 31, 2022)

Total leads: **14,095**

Eligible for at least one program: **11,666**



Head Start eligible: **5,682**



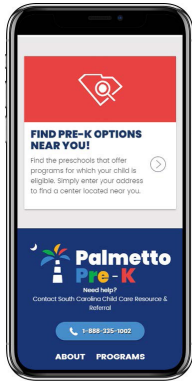
Public school eligible: **5,954**



First Steps 4K eligible: **4,246**



SC DSS voucher eligible: **1,906**



2022 1st Quarter marketing planned to increase awareness:

Radio

Postcards

Facebook/Instagram ads

Google ads

Text messages

