

November 18, 2019

Community Outreach & Education Committee

Attendees: Staff: Toni Irvin, Tamra Fatemi-Badi, Cece Merkel, Kate Berardi
Board Members: Jennifer Neely, Kate Bennett Truitt, Gary Miller, Kelly Hastings, Sara Songer, Ilona Ballreich, Donann Stoichovy, Carline Crevecoeur, John Pozza, Sherry DelGrosso

1. Education Services – Kate & Cece

a. Presentation to LICC – PBS and WPSU resources

- Successful presentation to LICC – local inter-agency coordinating council. Each IU has an LICC attached to it. Work in early childhood – birth to 8.
- Presented at professional breakfast
- ELRC 8 in our region; borders are different than IUs and LICCs and Cen Clear (working with at risk preschool kids), Tyrone School, IU 10, CCYSB
- Focused on resources for early childhood – Sesame Street in Communities
- Reviewed some of the topics – heavy topics and literacy
- Great feedback; appreciated time to review resource; sesamestreetincommunities.org
- Reviewed PBS kids apps – games and videos; ex Potty Training video & game
- Science U at home website – activities to print out and do at home
- Discussion about Screen time – how to manage this and alternatives to this
- Can update presentation to adapt to audience

b. Committee Discussion

- Ilona asked if we would present to other IUs - - per Kate, that is the goal. She has presentation coming up in IU8. Other IUs not responsive.
- Gary suggested that other counterparts at stations get together and meet with Dept. of Education to identify who they should be reaching out to.
 - Could arrange state-wide meeting to discuss what was accomplished
- Carline – what was purpose of breakfast meeting; were they supposed to take information back? How do you gauge success?
 - Kate received feedback day of presentation but may want to consider follow-up survey
 - Cece - trying to develop a strategy to deliver resources effectively
 - Sara – do we have chat capability on our website; maybe we should add this? May need a help desk or chat feature?

- Cece – hope is that Kate will be creating bundles of resources; Gary has advocated having a clear presence for education on our website; make resources easier to find on our website
- Ilona – how well can materials we have available be used without internet access, computer or printer in home environment? Can we provide this to daycare centers as HUB to distribute information? They may be able to identify outliers who do not have access or funding – how can we do this old school where our consumers don't have access.
- Gary – problem of rural access to broadband; ties into WPSU mission; lay out community-based needs that we can address (i.e. better broadband); can station get grants to evaluate solutions?
 - Opportunity to take lead to solve community problem
- Ilona – visited Pittsburgh station several years ago; sponsored educational programs and had schools out of our service area (writing competition)
 - Insights to grants
 - ELRCS may help us be more connected to daycares
 - Per John, aligned the way they are due to childcare subsidy program; has to do with how territories are set up
 - Sesame Workshop – wonderful program that goes into communities who are struggling with issues; work with families directly on those issues (60 minutes show on refugee families). Received MacArthur Grant – working with them on literacy. Contacts are on website
- Gary – example of what Central PA can do; if we can partner with community organ like IUs to say this is how we can get these resources; we can look for grants;
- Ilona – could we underwrite the workshop with donations? Another issue to consider is foster care and opioids – is there a connection?
- Sherry – reinforcing senior centers; get flyers out to senior centers and organizations; look at both sides of the spectrum (grandparents raising young kids). 3-pronged approach – professionals, organizations for kids and senior centers
- Sara – make sure it is well marketed; associated with Penn State
- Kate B – trying to launch a quarterly newsletter to current contacts; highlight events that are coming up; highlight topics to share
- Carline – how do we know they are sharing? Hits on website
 - John – SS in Communities project would be able to help us with this
 - Sherry – consider adding coupon code or access code to monitor use
- Carline – times are changing; also need to keep up with what is exciting them; fine line to walk; competing with everything new

- Gary – good argument for looking at WPSU website; how do people get access to resources on our website; it's about public media serving the community – organize it in this way
- Jennifer – argue that the phone should be the phone as main source of access. Should be primary focus to make information accessible.
 - Difference b/t mobile friendly and mobile first
 - Sherry – discussed research; 100% of patients had mobile access; people have access at home, work, Panera etc.; misperception that it is a population in need that don't have access – they have it through their phone
- Kate – map of FM and TV – add broadband blackout areas? Maybe not an issue b/c people have cell service.
 - Jennifer – should our focus be on broadband or the next step
- Kate B – gave attendees a packet of worksheets to share
- Tamra – pendulum is swinging the other way; parents do not want their kids looking at screens
 - Carline – best of intentions as a new parent but they change their tune when they see other children learning
 - Tamra – parents will be more particular about what kids are viewing
 - Sherry – see medical changes will force change; keep micro trends
- First Book
 - Organize book groups around Grief
 - Statewide trend – Cece – looking for more possibilities.

2. Marketing & Events – Toni & Tamra

a. Review of Region & Activity HUB Strategy (no time)

- i. Notes from conference call on 11/6/19 – Toni will send out