



Spark NH Vision: All New Hampshire children and their families are healthy, learning, and thriving now and in the future.

Spark NH Mission: Provide leadership that promotes a comprehensive, coordinated, sustainable early childhood system that achieves positive outcomes for young children and families, investing in a solid future for the Granite State.

Evaluation Committee Meeting Summary

10:00 – 11:30 am, October 4, 2012

Committee Charge: Create and maintain a strong information loop between the Council and its state and local constituents/stakeholders and build public awareness of and commitment to early childhood issues.

List of Materials sent out:

1. Participants, missing participants: Laura Milliken, Linda Graham, Marti Ilg, Cyndi Poulin, Jackie Cowell, Lauren Wool Monika Zulauf, Ellen Edge
1. Meeting summary recorder- Ellen Edge
2. Review of action items from last meeting:
 - a. Review minutes Reviewed, no changes
3. Brief summary of accomplishments / decisions made:

The Family Engagement Taskforce requested that we put together promotional materials and a brochure. Spark is an abstract concept and a brochure which boils it down would be helpful. Both public awareness and communication are critical to council's sustainability.

There is a need to succinctly discuss Spark NH, and there are several different things we are trying to do at once: a) Spark must communicate with its own constituents; b) Spark is charged with emphasizing the importance of early child development; d) Spark is also charged with crafting messages around "what is Spark NH?" Lynn will take that first step.

We should encourage folks to send us information pertaining to conferences, training and other materials while we wait for the PORTAL to be developed. In the meantime we agreed that we would like the Executive Director to exercise judgment about which content to allow, and which content to screen out. If Spark opts not to post a submission, and a community member elects to complain, they may go to the Executive Committee.

Regarding presentation materials on the website: We would like to track the activities of those who use our materials. It was suggested that we include a “pop-up” when people try to download flyers, asking them to fill out a brief informational survey? We would also ask them for contact information. Twice a year we could contact them and ask them how it went. Our intention isn’t to restrict, but to learn more about their activities and how well our materials are supporting their work. Because of our concern that our materials retain integrity, we might ask more if their intent is to alter content.

The NH Leaders Meeting has been scheduled for Friday, October 26 from 9-10 a.m. This one-hour meeting is for ten leaders from a variety of sectors. Our plan is to ask them for guidance as to how they would inform the public about our message regarding early childhood. “How would you do it and why do you care?” We want to hear their answers.

4. Action Items / Who is Responsible / Due Dates:
5. Who will report at next Council Meeting: Jessica Sugrue
6. Meeting Evaluation - We all expressed our gratification at working on such a worthwhile committee. We appreciated the rich discussion and the dynamic planning that is undertaken during the meetings.