

CHILD CARE ADVISORY COUNCIL MEETING

May 14, 2024

7:00 p.m.

Fairfax County Government Center

Conference Room 4/5

MEMBERS PRESENT	Wynne Busman (via Teams), Evelyn Evans, Valerie Inman, Monica Jackson, Sangeeta Sarkar, Scott Stroh
MEMBERS ABSENT	Kerry O'Brien, Mercedes Dash
STAFF PRESENT	Keisha Dotson, Suzanne Ritchie
COMMUNITY MEMBERS PRESENT	None

Call to Order

Scott Stroh, Chair, called the May 14, 2024 Child Care Advisory Council meeting to order at 7:05 p.m.

Review of Minutes

The February 13, 2024 meeting minutes were reviewed and approved with one revision. The April 9, 2024 meeting minutes were reviewed and approved without changes. Motion to approve the change to the February minutes and the unchanged April minutes was made by Evelyn Evans, seconded by Monica Jackson, and passed unanimously.

Information Sharing & Updates

Keisha Dotson, NCS staff, shared the following information and updates with the council.

1. A recent bill passed by the Virginia General Assembly allows for up to 50% of public meetings to be held virtually. The new law will take effect July 1, 2024. More information to follow.
2. The 20th Annual School Readiness Symposium had a good turnout and was a successful event. A total of 281 educators attended with 10 speakers and 11 resources tables. A recap of the event was posted on the [NCS Facebook page](#) and [website](#).
3. An [Early Childhood Roundtable](#) moderated by Supervisor Dalia Palchik will take place on May 30th from 7:00-8:30 p.m. Panelists will include council member Monica Jackson, NCS staff member Keisha Dotson, Marcia St. John-Cunning, Franconia District School Board Member and Lisa Pilson, Fairfax County Public Schools. The roundtable discussion can be viewed on Facebook Live and Channel 16.
4. NCS staff has been in contact with the office of the Clerk to the Board of Supervisors about two vacant council positions (the At-Large and Hunter Mill Representatives). The

Board of Supervisors will meet in late May to approve Board, Authorities and Commissions (BAC) appointments. In addition, NCS staff also asked the Clerk to check with Supervisor Herrity's office about the council's Springfield representative who has been absent from several meetings. If a new representative needs to be appointed, the council will vote to recommend removal and replacement. The new representatives will most likely come on board by the September meeting so staff will reach out to them over the summer, after the appointments have been officially accepted.

Council members Monica Jackson and Evelyn Evens shared that they both submitted suggestions for the draft mock-ups of VQB5 quality profiles, which will be available to the public on the new VQB5 Quality Profile website this fall. Some suggestions they submitted included specifying the age ranges of children served on the Family Day Home profile, adding links to curriculum used by providers, noting that participation by providers is a choice, and context for how observations are conducted for nature-based programs.

Council member Jackson also shared information about the new [FARMWISE grant opportunity](#).

Enhancing the council website and social media presence

Council members need to decide on which audience is the most important to reach and the key messages they want to communicate. Some suggestions for the audience to reach and the message to communicate are included below.

Potential audiences

- New providers (recruitment)
- Families
- Employers

Key messages

- Early childhood education is an economic issue
- Support for families and children
- Support for providers and career development
- Increase awareness about the council

Council member Val Inman suggested adding messaging for specific stakeholders to the council website. These could be short statements to show how these stakeholders are connected to early childhood education. Council member Inman also suggested promoting events that are connected to early childhood education and providers, like advertising early childhood education career fairs, for example. Another suggestion council member Inman had is creating an annual award (similar to the Fairfax County Athletic Council's [Champions of Characters awards](#)). Council member Jackson asked about posting a provider appreciation video on the council website.

Chair Scott Stroh emphasized it's important to focus on two or three achievable goals at a time and not try to tackle too many projects at once. The council can always re-focus and change later but it's important to keep the momentum moving forward.

Action Items & Next Steps

- Keisha to get answers about county standards for acceptable website content (like photos and videos, for example) and guidelines for posting on social media platforms.
- Evelyn and Val will work on crafting targeted messages for the council website.
- Scott and Monica will work on connecting the council with chambers of commerce/small business administrations.

Adjournment

The meeting was adjourned at 7:55 p.m. The motion was made by Valerie Inman and seconded by Monica Jackson.

Next Meeting

June 11, 2024

7:00 p.m.

Government Center

Conference Room 4/5