

Report for the Missouri Coordinating Board for Early Childhood
January 10, 2011



Partner Group: *Child Care Aware® of Missouri*

Liaison to the Board: *Carol Scott*

Date of last meetings: *Network—September 23rd; Board—October 8th*

Date of next meetings: *Network—January 13th; Board—January 14th*

Action Items In-progress/Pending:

- November: Carol traveled to KC and Springfield to meet with agency personnel
- Agreement with MSBA for production of videos tutorials on use of the new Workshop Calendar (to be unveiled this spring)
- November TV ads to market the statewide referral center to parents in St. Louis are now being followed by radio spots and bus-side billboards. Radio and bus billboards are beginning in Kansas City, as well. Print ads in regional parent magazines are appearing now or will soon.
- Applied for NACCRRRA-funded scholarships to take parents with us again this year to the Policy Symposium.



Photo of bus ad in Kansas City

Point of Info: Production costs for all these marketing tools—TV spot, radio spot, billboard—were covered by NACCRRRA, so only the costs for placements are charged to the referral center's 6-month marketing budget of \$80,000. This donated design work also included our corporate identity package materials (letterhead, biz cards, etc.) for the new name, a magazine ad/poster, and a tri-fold brochure.

Announcements:

- Online clock-hour workshops are now available through our web site.
- Attending National Network of Statewide AfterSchool Networks Jan. 24-27, at MASN's expense.

Questions for the board/larger group:

- N/A

Other Notes:

- N/A
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