



Hello!

The Indiana Early Learning Summit is coming up and we need your help!

Partners statewide are busy preparing for the event on **October 16, 2018**. The Summit will bring together business, policy, and civic leaders across the state to understand the business case for investment in early childhood and ways to take action in their community. This year's event will focus on the return on investment high-quality early learning experiences yield for the workforce and economic development.

The Summit features remarks from Indiana government leaders, findings from a new statewide study on the economic impact of early care and education, and panel discussions with business and civic leaders. The day's events focus on supporting the workforce today through investing in early childhood education.

When childcare is unstable for parents, it is not just families who suffer. Early childhood education impacts parents and the workforce now:

- 45% of parents are absent from work annually at least once due to childcare issues.
- 65% of parents' work schedules are affected by childcare challenges an average of 7.5 times annually.
- These childcare challenges cost US employers an estimated \$3 billion annually.

Leading up to October's event, we're inviting local communities and leaders to help us bring awareness about the importance of investing in early childhood education to have a robust workforce. Please consider joining in this effort over the next few months. We've included a communication toolkit to guide discussion statewide. This toolkit includes the following resources to communicate the Summit and message to your local businesses and government leaders:

- Communication Calendar
- Social Media Posts
- Press Release Template
- Email Blast Templates
- Local Event Overview & Details

Learn more about the event at <http://indianaearlylearningsummit.org>. If you have any questions, please contact Amanda Schortgen, a.schortgen@transformconsultinggroup.com or 317-324-4070 ext. 11.

Sincerely,

Indiana Early Learning Summit Planning Team

Indiana Early Learning Summit is presented by:



Office of Early
Childhood and Out
of School Learning



Indiana Early Learning
Advisory Committee





2018 Indiana Summit Communications Calendar

JULY

- Week of July 16 - Send Email Blast #1 (Save the Date & Registration Link)
- Week of July 30 - Send Email Blast #2 (Highlight Agenda and Speakers)
- Each week - Schedule 1-2 social media posts per week (Refer to Social Media Posts Attachment)
- Any week - Schedule meeting with your community representatives and partners to brainstorm local efforts

AUGUST

- Week of August 6 - Send Email Blast #3 (Award Overview)
- Week of August 13 - Sign up to receive Local Community Event Toolkit
- Week of August 20 - Send Email Blast #4 (Award Nomination Reminder)
- Any week - Identify and submit 1-3 award nominees at <http://indianaearlylearningsummit.org>
- Any week - Schedule your local community event and outreach activity (refer to Local Community Event Toolkit)
- Each week - Schedule 1-2 social media posts per week (Refer to Social Media Posts Attachment)

SEPTEMBER

- Week of September 17 - Send Email Blast 5 (Reminder to Register)
- Week of September 24 - Summit Planning Committee will announce the nominees and send special social media posts to share
- Week of September 24 - Host your local community event and outreach activity
- Each week - Schedule 1-2 social media posts per week (Refer to Social Media Posts Attachment)

OCTOBER


- Week of October 8 - Send press release to local contacts (see press release template)
- Each week - Schedule 1-2 social media posts per week (Refer to Social Media Posts Attachment)
- October 16 - Indiana Early Learning Summit Event!

Twitter

Post in July:

1. Registration is open for the 2018 Indiana Early Learning Summit! Join us as we discuss the business case for investment in early childhood education #ECE #INforEarly <http://indianaearlylearningsummit.org/>
2. Indiana #businesses need a strong workforce, today and tomorrow. Find out more about the 2018 Indiana Early Learning Summit & join the conversation in October! <http://indianaearlylearningsummit.org/> #INforEarly

Post Anytime:

1. According to [@USCCFoundation](#) nearly $\frac{3}{4}$ of #workingparents said their jobs have been affected by #childcare. #INforEarly 
2. An investment in #highquality #ECE programs yield an anticipated benefit of \$3.83 to \$4 per dollar invested. #INforEarly #ROI <http://indianaearlylearningsummit.org/summit-info-page-2018/>
3. We're excited to have @GerryDick hosting the IN Early Learning Summit again this year as #emcee. Learn more about the event and register today: <http://indianaearlylearningsummit.org/> #INforEarly
4. When childcare is unstable for parents, it is not just families who suffer. Invite your local representatives to learn more about #investing in #ECE at the IN Early Learning Summit! #INforEarly <http://www.elacindiana.org/documents/economic-impacts-investing-early-childhood-education-indiana.pdf>
5. #DidYouKnow 45% of parents are absent from work annually at least once due to childcare issues? Learn more: <http://indianaearlylearningsummit.org/summit-info-page-2018/> #INforEarly
6. #DidYouKnow 65% of parents' work schedules are affected by childcare challenges an average of 7.5 times annually? Join the conversation: <http://indianaearlylearningsummit.org/summit-info-page-2018/> #INforEarly
7. #DidYouKnow childcare challenges cost US employers an estimated \$3 BILLION annually? Invite your local #employers to join the conversation: <http://indianaearlylearningsummit.org/summit-info-page-2018/> #INforEarly

Social Media Posts

8. #DidYouKnow in Indiana, childcare costs can burn over 20% of a household's income. <http://www.elacindiana.org/documents/elac-2018-annual-report.pdf> #INforEarly
9. The average #tuition cost of one year #highquality #ECE is about the same cost as tuition to send one child to one of Indiana's #highquality public universities. <http://www.elacindiana.org/documents/elac-2018-annual-report.pdf> #INforEarly
10. Indiana has over 500,000 job openings in manufacturing alone! We need early childhood education to support those Hoosiers filling the jobs of today and preparing the future workforce. <http://www.hoosierdata.in.gov/indicator/full.aspx> #INforEarly
11. A huge shout out goes to the sponsors who are making the 2018 Indiana Early Learning Summit possible! @EarlyLearningIN @IU_Health Thank you! #INforEarly
12. Nominate an individual/organization for the 2018 IN Early Learning Summit Award! Learn more here: <http://indianaearlylearningsummit.org/summit-info-page-2018/> #INforEarly

Facebook/LinkedIn

Post in July:

1. The 2018 Indiana Early Learning Summit is October 16th! Mark your calendars, invite your local business, policy, and civic leaders to join the discussion about the importance of investing in early childhood education to support workforce and economic development goals. Learn more here: <http://indianaearlylearningsummit.org/> #INforEarly
2. Indiana businesses need a strong workforce, today and tomorrow. Find out more about the 2018 Indiana Early Learning Summit & join the conversation in October! <http://indianaearlylearningsummit.org/> #INforEarly



Post Anytime:

1. Participation in high-quality early childhood education can help ensure that students are ready to learn, thrive, and contribute to the workforce of tomorrow. This is the main topic that will be addressed at the Indiana Early Learning Summit. Learn more about the event and register here: <http://indianaearlylearningsummit.org/> #INforEarly

Social Media Posts

2. When childcare is unstable for parents, it is not just families who suffer. Employers suffer from absenteeism. Schools need additional public resources to help children who are unprepared for kindergarten. Over time, whole communities experience the social costs of low or no early education that are at the source of poverty, abuse, and addiction. Learn more: <http://www.elacindiana.org/documents/economic-impacts-investing-early-childhood-education-indiana.pdf> #INforEarly
3. According to @USCCFoundation nearly ¾ of #workingparents said their jobs have been affected by #childcare. #INforEarly
4. Studies show that for every dollar a community invests in early childhood education, the return on investment can be \$4 due to lower special education costs, retention savings, reduced cost for social services, increases in post-secondary attainment, and lower crime costs. Learn more: <http://www.elacindiana.org/documents/economic-impacts-investing-early-childhood-education-indiana.pdf> #INforEarly
5. There are many benefits of early education within each stage of life. This includes improvements with cognitive development, academic performance, and college attendance. <http://www.elacindiana.org/documents/economic-impacts-investing-early-childhood-education-indiana.pdf> #INforEarly
6. Did you know that childcare challenges cost US employers an estimated \$3 billion annually? #INforEarly
7. Indiana has over 500,000 job openings in manufacturing alone! We need early childhood education to support those Hoosiers filling the jobs of today and preparing the future workforce. <http://www.hoosierdata.in.gov/indicator/full.aspx> #INforEarly
8. A huge shout out goes to the sponsors who are making the 2018 Indiana Early Learning Summit possible - @earlylearningindiana @IUHealth! Thank you! #INforEarly <http://indianaearlylearningsummit.org/summit-info-page-2018/>
9. Nominate an individual/organization for the 2018 IN Early Learning Summit Award! Learn more here: <http://indianaearlylearningsummit.org/summit-info-page-2018/> #INforEarly





FOR IMMEDIATE RELEASE

Contact:

3rd Indiana Early Learning Summit Focuses on the Business Case for Investing in Early Childhood Education
The 2018 Summit scheduled for October 16th

INDIANA – The Indiana Early Learning Summit will bring together business, policy, and civic leaders across the state to understand the business case for investment in early childhood and ways to take action in their community. This year’s event will focus on the return on investment high-quality early learning experiences yield for the workforce and economic development.

The Summit features remarks from Indiana government leaders, findings from a new statewide study on the economic impact of early childhood education, and panel discussions with business and civic leaders. The day’s events focus on supporting the workforce today through investing in early childhood education.

When: October 16, 2018, 11am-3pm

Where: Ivy Tech Community College
50 West Fall Creek Parkway North Drive, Indianapolis, IN

Registration: \$15 per attendee,
<https://www.eventbrite.com/e/indiana-early-learning-summit-tickets-47363881645>

When childcare is unstable for parents, it is not just families who suffer. Early childhood education impacts parents and the workforce of today:

- 45% of parents are absent from work annually at least once due to childcare issues.
- 65% of parents’ work schedules are affected by childcare challenges an average of 7.5 times annually.
- These childcare challenges cost US employers an estimated \$3 billion annually.

Registration for the Indiana Early Learning Summit is now [open](#) and encouraged for business, policy, and civic leaders. Hosts hope to have representation from EVERY community. Learn more about the event here:

<http://indianaearlylearningsummit.org>

To arrange an interview with representatives in your area who are attending the Summit please contact

###



EARLY LEARNING SUMMIT FOR COMMUNITY COALITIONS

INVESTING IN TODAY AND TOMORROW'S WORKFORCE

Dear Partner,

The following section includes five email templates to send over the next three months leading up to the Indiana Early Learning Summit on October 16, 2018.

As you may have noticed, the focus of this year's event is a little different than in the past. We are really shifting the message to address how to support the workforce of today through investing in early childhood education. Because of this shift, we are hoping to specifically engage **business**, **policy**, and **civic** leaders across the state to attend the Summit.

Examples of contacts to engage:

- Local Economic Development Organization
- Local Chamber of Commerce Members
- Local Employers (business owners, human resource directors and other executives)
- Local Society for Human Resource Management (SHRM) Chapter
- Local Government Representatives (mayor, city/county council, state representatives)
- Local Work One Center & WIA Council
- Local Young Professional Network
- Local Higher Education Administrators

Please share the following emails with your contacts who fit into these categories and help us bring new individuals to the table at the Summit this fall. Our goal is to start the conversation with those in your community who may not yet be informed of the workforce benefits of early childhood education.

We thank you in advance for helping us connect with these individuals!

Sincerely,

The Indiana Early Learning Summit Planning Team

{EMAIL #1 to be sent the week of July 9th}

Subject Line: Mark your calendars for the 3rd Annual Indiana Early Learning Summit!

WHEN: October 16, 2018, 12:00-3:00pm

WHERE: Ivy Tech Community College, 50 West Fall Creek Parkway North Drive, Indianapolis, IN

WHAT:

The Indiana Early Learning Summit brings together business, policy, and civic leaders across the state to understand the business case for investment in early childhood.

The day's events will focus on supporting the workforce today through investing in early childhood education. Hoosiers don't have to wait 15-18 years to see the benefits of investing in early childhood education - this issue impacts parents and the workforce now:

- 45% of parents are absent from work annually at least once due to childcare issues.
- 65% of parents' work schedules are affected by childcare challenges an average of 7.5 times annually.
- Annually, childcare challenges cost US employers an estimated \$3 billion.

A QUICK LOOK AT THE SUMMIT AGENDA:

10:00 am - Registration

11:00 am – Opening Remarks

11:30 am – The Economic Impact of Early Care and Education / Lunch

12:30 pm – Community Impact Panel

1:30 pm – State Legislative Panel

2:30 pm – Indiana Early Learning Summit Awards

3:00 pm – Close

REGISTER HERE (hyperlink text with the url: <https://www.eventbrite.com/e/indiana-early-learning-summit-tickets-47363881645>)



**EARLY LEARNING SUMMIT
FOR COMMUNITY COALITIONS**

INVESTING IN TODAY AND
TOMORROW'S WORKFORCE

{EMAIL #2 to be sent the week of July 23th}

Subject Line: A look at the 2018 Indiana Early Learning Summit

The Indiana Early Learning Summit brings together business, policy, and civic leaders across the state to understand how investing in early childhood education supports the workforce of today.

10:00 a.m. REGISTRATION

11:00 a.m. OPENING REMARKS

Leaders from state government and business community will welcome summit participants and share their thoughts on the intersection of early childhood education and economic/workforce development.

11:30 a.m. THE ECONOMIC IMPACT OF EARLY CARE AND EDUCATION

Early Learning Indiana and IU's Public Policy Institute will present a new statewide study examining how the lack of access to early care and education is impacting the state's economy and workforce.

12:30 p.m. COMMUNITY IMPACT PANEL

A diverse panel will come together to discuss how access to early educational opportunities impacts local communities, businesses and working families, highlighting innovative practices and real-world economic impact.

1:30 p.m. STATE LEGISLATIVE PANEL

A bi-partisan panel of state lawmakers will share their views on the current state of early childhood education and its future.

2:30 p.m. INDIANA LEARNING EARLY SUMMIT AWARDS

3:00 p.m. CLOSE

Learn more and register here: <http://indianaearlylearningsummit.org/summit-info-page-2018/>

The Indiana Early Learning Summit is sponsored by:



Indiana University Health

The Indiana Early Learning Summit is presented by:



Office of Early Childhood and Out of School Learning



Indiana Early Learning Advisory Committee



{EMAIL #3 to be sent the week of August 6}

***Subject Line: Nominate an individual and/or group for an
2018 Indiana Early Learning Summit award!***

We're looking for individuals and groups to recognize at this year's Indiana Early Learning Summit!

You can nominate an individual or group who practice the following:

- ✓ **EXCITE** community leaders about the tremendous opportunity the early learning years are for investment.
- ✓ **SHARE** best practices, research and strategies to support community's investment in early learning.
- ✓ Inspire participants to **ACT** on the information provided to bring about positive change in their community.

Learn more and nominate a deserving group or individual today!

<http://indianaearlylearningsummit.org/summit-info-page-2018/>

Deadline to nominate is August 31, 2018



**EARLY LEARNING SUMMIT
FOR COMMUNITY COALITIONS**
INVESTING IN TODAY AND
TOMORROW'S WORKFORCE

{EMAIL #4 to be sent the week of August 20}

Subject Line: **Remember to nominate an individual and/or group for an 2018 Indiana Early Learning Summit award!**

It's not too late to nominate individuals and groups to recognize at this year's Indiana Early Learning Summit!

Nominations should practice the following:

- ✓ **EXCITE** community leaders about the tremendous opportunity the early learning years are for investment.
- ✓ **SHARE** best practices, research and strategies to support community's investment in early learning.
- ✓ Inspire participants to **ACT** on the information provided to bring about positive change in their community.

Learn more and nominate a deserving group or individual today!

<http://indianaearlylearningsummit.org/summit-info-page-2018/>

Deadline to nominate is August 31, 2018



**EARLY LEARNING SUMMIT
FOR COMMUNITY COALITIONS**

INVESTING IN TODAY AND
TOMORROW'S WORKFORCE

{EMAIL #5 to be sent the week of September 17}

Subject Line: It is not too late to register for the 3rd Annual Indiana Early Learning Summit!

WHEN: October 16, 2018, 12:00-3:00pm

WHERE: Ivy Tech Community College, 50 West Fall Creek Parkway North Drive, Indianapolis, IN

WHAT:

The Indiana Early Learning Summit brings together business, policy, and civic leaders across the state to understand the business case for investment in early childhood.

WHY ATTEND?

The day's events will focus on supporting the workforce today through investing in early childhood education. Hoosiers don't have to wait 15-18 years to see the benefits of investing in early childhood education - this issue impacts parents and the workforce now:

- 45% of parents are absent from work annually at least once due to childcare issues.
- 65% of parents' work schedules are affected by childcare challenges an average of 7.5 times annually.
- Annually, childcare challenges cost US employers an estimated \$3 billion.

Register and learn more here: <http://indianaearlylearningsummit.org/summit-info-page-2018/>



ENGAGE YOUR LOCAL COMMUNITY



Leading up to October's event, we're inviting local communities and leaders to help us build excitement and bring awareness for the need to invest in early childhood to support their workforce and economic development goals in their communities.

Opportunities to Engage Your Local Community

1. Write a series of op-eds in your local newspaper outlets about the importance of investing in early childhood education to support economic and workforce goals.
2. Host a panel discussion with local public representatives, economic development group, and business leaders to discuss the challenges and opportunities related to workforce.
3. Partner with local public media to host an event about the importance of early childhood education as it relates to economic development and workforce development.
4. Hold a breakfast or luncheon for local businesses and civic leaders and show a recorded video that speaks to the importance of and connection with early childhood education and workforce development.
5. Invite public representatives and business leaders to tour early childhood education programs.

Do you want to join in the efforts and engage your community?

Visit indianaearlylearningsummit.org/summit-info-page-2018/ and sign up to receive the materials needed to implement any of the five opportunities listed above!

Let us know what you're doing in your community! Use the #INforEarly hashtag to post about your events on social media, take photos, and email a.schortgen@transformconsultinggroup.com so we can track all the efforts happening across the state.

LOCAL COMMUNITY EVENT EXAMPLES

In Southeast Indiana, local community leaders hosted a luncheon to learn about the economics of early childhood education and discussed their community need. A video segment of Dr. Tim Bartik's keynote address from the 2017 Indiana Early Learning Summit was presented which gives a national and statewide perspective of the economic return on investing in early childhood education. They shared local data about the current status in their region and had table discussions about possible next steps to address the need.

The Wabash County Early Childhood Education Coalition utilized an op-ed campaign to build community buy-in and excitement about the need for investing in early childhood education. Over the course of three months community leaders, educators, business owners, judge, and others wrote about their personal experiences with the challenges related to the lack of high quality early childhood education programs in the county. These letters were featured weekly in the local paper!

