

September 25, 2014
ECEP Advisory Committee Meeting

Attending:

Ken Jaffee
LeNorman Strong
Shannon Lee
Steve Hinshaw
Margaret Bridges
Dave Taggart
Angy Stacy
Ami Bigit
Ken Kuchman
Rebecca Tracy
Linda Stansbury
Mary-Ann Spencer Cogan

Messaging Presentation with David Corona

David Corona reviewed a preliminary ECEP messaging document with the Committee via WebEx.

- Document crafted by Dave with input from ECEP Vision and Mission statements, web site and various materials developed in the Sustainability Sub Committee and a 9/17/14 meeting with Student Affairs Marketing Director Ellen Topp, and Advisory Committee members LeNorman Strong, Mary-Ann Spencer Cogan, Linda Stansbury, Angy Stacy, and Margaret Bridges

David Corona will update the document with feedback from today's ECEP Advisory Committee and send to Mary-Ann Spencer Cogan for next steps which include further revision by Strategic Subcommittee before next Advisory Committee meeting on 10/23.

Thoughts on the Document Following the WebEx Presentation:

- The purpose of the document is to give us the key talking/marketing points for different audiences and stakeholders
 - What is it that we are telling people vs what they want to or need to hear?
- The wording that went into the Vision and Mission Statements are the foundation for the messaging
- While the concept of "Whole Child University" is exciting, strategic and visionary, the current name is elitist for some and a new name needs to be developed
- The document comes across much flatter than the 9/17 session
- We need to distinguish between macro and micro issues and opportunities on next revision

Potential New Child Development Center Opportunity in New Building

- Tolman Hall will be torn down and a new building will be built by 2017 which will house Education, Psychology and Public Health plus IHD, all natural partners with/for ECEP. The new building will be between Berkeley Way and Hearst Ave. (The Berkeley Way Site Across the street from Triple Rock Brewery). Schematics already drawn for building.

- There's only a slim chance to get into the new building, but it's a worthwhile effort. And if we don't get in, it plants the seed to consider ECEP in other future buildings.
- ECEP will put forth a proposal to the head of real estate on campus to advocate for a new ECEP center in this new building. The only way we get a seat at the table is if we "pay to play." We must find three (or more) big funders to fund our portion in the building. Ken Kuchman has been networking for us and locating potential funders. Alison Gopnik is courting a funder for global childhood education.
- It only makes sense to advocate for a Haste or larger type center (6 classrooms+) in order for it to be cost effective and sustainable. The cost of a new center will be approximately \$6.5 – 8 million. The preferred size will be a minimum of 9,000 square feet internally plus ~12,000 square feet external play yard space. Since the building is already over-subscribed, best possible location would be 4th floor roof top, which has been done successfully in large urban centers with high density (UCLA has roof top center run by Bright Horizons). Mary-Ann Spencer Cogan wants to pitch this plan to Bob Lalanne and potential donors with support from IHD and other faculty partners.
- We would give up one or two small ECEP sites (which are not financially efficient) in order to consolidate or potentially turn a smaller center into after school care which was previously profitable. The most logical site to give up would be the historical Child Study Center — it is 74 years old and requiring updating.

Next Steps:

- Sustainability and Strategic Planning subcommittees continue to meet with updates at next meeting
- Parent Engagement Committee will provide draft document of Spring 2014 survey results to review at next meeting; want to communicate results to stakeholders as soon as possible on website
- Revised draft of messaging document will be sent out to all AC members for additional comments
- New building site proposal to be presented to VC Real Estate

Next Meeting: Thursday, October 23, 2014