

# Collaboration & Advocacy Workgroup

## Merced County Local Child Care and Development Planning Council

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### **Workgroup Charge**

Name: Collaboration & Advocacy Workgroup

Parent Body: Merced County Local Child Care and Development Planning Council (LPC)

### **Purpose**

The Collaboration & Advocacy Workgroup exists to strengthen partnerships across Merced County and advance advocacy efforts that ensure accessible, affordable, and high-quality early learning and care (ELC). The workgroup will align community voices, elevate messaging, and support coordinated action to improve outcomes for children, families, and providers.

### **Scope of Work**

- Develop outreach, messaging, and advocacy protocols that link ELC to long-term positive outcomes.
- Engage businesses, nonprofits, and local government in supporting ELC as a driver of economic vitality.
- Provide marketing and communication support to help families identify and access care.
- Identify policy and regulatory barriers and recommend strategies to advance solutions.
- Foster collaboration among community partners to expand and sustain ELC access.

### **Membership**

Open to LPC members, sub-committee appointees, and invited partners (e.g., LEAs, First 5, MCOE, Family Resource Centers, business leaders, UC Merced, Merced College, city and county officials, and community-based organizations).

### **Responsibilities**

- Attend monthly meetings and actively participate in discussions.
- Bring forward community perspectives and data.
- Champion advocacy efforts within one's sector/organization.
- Support implementation of strategic actions under Focus Area #6 (Collaboration & Advocacy).

## **Proposed Monthly Meeting Series (Sept – May)**

September – Kickoff & Charge Adoption

October – Outreach Messaging & Protocol Development

November – Marketing Support for Providers & Families

January – Business & Community Partnerships

February – Social Media & Awareness Campaigns

March – Centralized Coordination & Linkage Systems

April – Policy & Advocacy Priorities

May – Reflection, Progress Review & Next Steps

## **Draft Agendas**

### **September: Kickoff & Charge Adoption**

- Welcome & Introductions
- Review LPC Goals and Workgroup Charge
- Approve Workgroup Charge and Membership Roster
- Map desired outcomes (6B–6E) to year-long meeting topics
- Next Steps: Assign sub-tasks for October

### **October: Outreach Messaging & Protocol Development**

- Review Desired Outcomes 6B and 6D
- Identify target audiences (parents, business, policymakers, public)
- Draft common advocacy protocols and key talking points
- Breakout activity: refining messages for each audience
- Assign drafting of outreach toolkit

### **November: Marketing Support for Providers & Families**

- Review Desired Outcome 6B–6C
- Presentation: Current marketing supports in place (Resource & Referral, LEAs)
- Identify gaps in helping families find/choose ELC

- Brainstorm new strategies: flyers, QR codes, provider highlights, bilingual materials
- Assign creation of marketing resource bank

### **January: Business & Community Partnerships**

- Review Desired Outcome 5A and 6C
- Map current business/community partners (chambers, Farm Bureau, city councils)
- Identify five new partners to recruit this year
- Draft engagement plan and talking points for businesses
- Assign outreach roles

### **February: Social Media & Awareness Campaigns**

- Review Desired Outcome 6C
- Assess current LPC/partner social media presence
- Develop content calendar (themes per month, infographics, videos)
- Identify who will create and post content
- Assign team to design 2 sample posts for March rollout

### **March: Centralized Coordination & Linkage Systems**

- Review Desired Outcome 6D
- Explore examples of centralized referral systems (Help Me Grow, Family Resource Centers)
- Map local efforts that could be integrated
- Develop recommendation for a coordinated communication system
- Assign working group to draft proposal

### **April: Policy & Advocacy Priorities**

- Review Desired Outcome 6E
- Identify top 3–5 local/state policy barriers impacting ELC
- Develop advocacy priorities for LPC to adopt
- Draft letters of support or policy recommendations
- Assign who will present at upcoming LPC or public forums

### **May: Reflection, Progress Review & Next Steps**

- Review accomplishments against Desired Outcomes 6B–6E
- Identify unfinished business and recommendations for next year
- Document successes for annual LPC reporting
- Celebrate contributions of members
- Next Steps: Transition planning for summer/fall 2026

## Calendar Overview (Sept – May)

<b>Month</b>	<b>Focus Topic</b>
September	Kickoff & Charge Adoption
October	Outreach Messaging & Protocol Development
November	Marketing Support for Providers & Families
January	Business & Community Partnerships
February	Social Media & Awareness Campaigns
March	Centralized Coordination & Linkage Systems
April	Policy & Advocacy Priorities
May	Reflection, Progress Review & Next Steps