

## Communicating About Early Childhood Education

**Communication Activity:** Provide MAISA-created Early Childhood Resources to internal school audiences. See list below.

**Goal/Purpose:** The goal is to give school district leaders and other internal audiences information that will:

- increase/refresh their knowledge of early childhood education activities and programs.
- help them understand/reinforce the importance of early childhood education.
- make them aware of the options they have to improve early childhood education programs.
- provide them with information to make connections among programs and maximize community resources to create/sustain a community system to support early childhood education.

<b>Audiences</b> (in order of distribution)	<b>Communication Vehicles</b>	<b>Contact Person(s)</b>	<b>Person Responsible</b>	<b>Deadline for making contact</b>	<b>Deadline for sending materials</b>	<b>Evaluation</b> (end result...)
<b>Intermediate School District Superintendents</b>	MAISA listserv, newsletter release	Jon Tomlanovich, Bill Miller	Tom Svitkovich	June 13, 2008	June 20, 2008 Summer Conference	
<b>Local Superintendents, Charter Schools, others</b>	ISD e-mail lists, newsletter release	ISD Superintendents	Tom Svitkovich	June 20, 2008	June 30, 2008	
<b>Early Childhood Education Coordinators</b>	MDE listserv-collaboratives, newsletter release	Lindy Buch	Lindy Buch	June 20, 2008	June 30, 2008	
<b>MDE-funded programs: MSRP, ECSE, Early On, G.P.G.S.<sup>1</sup></b>	MDE listserv, newsletter release	Lindy Buch	Lindy Buch	June 20, 2008	June 30, 2008	
<b>MAASE—EC subgroup<sup>2</sup></b>	MDE listserv, newsletter release	Lindy Buch	Lindy Buch	June 20, 2008	June 30, 2008	
<b>Michigan Association of School Boards members</b>	MASB listserv, newsletter release	Kathleen Hayes	Tom Svitkovich	June 20, 2008	June 30, 2008	
<b>MSBO<sup>3</sup></b>	MSBO listserv, newsletter release	Tom White	Tom Svitkovich	June 20, 2008	June 30, 2008	
<b>MASCD<sup>4</sup></b>	MASCD listserv, newsletter release	Olga Moir	Tom Svitkovich	June 20, 2008	June 30, 2008	
<b>Early Childhood Investment Corporation</b>	ECIC listserv, newsletter release	Lindy Buch	Lindy Buch	June 20, 2008	June 30, 2008	

<sup>1</sup>Michigan Department of Education funded programs: Michigan School Readiness Program, Early Childhood Special Education, Early On, Great Parents Great Start

<sup>2</sup>Michigan Association of Administrators of Special Education—Early Childhood Subgroup

<sup>3</sup>Michigan School Business Officials

<sup>4</sup>Michigan Association of Supervision and Curriculum Development