



## PROFILES: SUCCESSFUL PUBLIC-PRIVATE PARTNERSHIPS

<b>State:</b>	Pennsylvania
<b>Partnership name:</b>	Pennsylvania Early Learning Investment Commission
<b>Web site(s):</b>	<a href="http://www.pa-elic.org">http://www.pa-elic.org</a>
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### 1. Background

Founded in 2007, the Pennsylvania Early Learning Investment Commission (ELIC or the Commission) provides an ongoing forum to educate and engage business leaders as knowledgeable, effective advocates and to improve public sector investment in quality early learning. The Commission was conceptualized through a collaborative partnership between the Pennsylvania Office of Child Development and Early Learning (OCDEL), PA's cross-sector agency for early learning; the Pennsylvania Key (OCDEL's partner focusing on professional development and other key support services); several leading Pennsylvania foundations (Heinz Endowment, Grable Foundation, William Penn Foundation); and PNC Financial Services. The foundation sector contributes the financial resources to staff the Commission.

Prior to the establishment of the Commission, Pennsylvania foundations supported a collaboration in the nonprofit sector, consisting of child advocacy organizations and the United Way, to educate business leaders as part of an issues campaign. The State and the foundations recognized the importance of an ongoing effort to educate and engage business leaders, and decided that creating an ongoing business

organization would best advance the needs of Pennsylvania businesses, communities, families, and children for high-quality early learning. Co-chaired by the Chief Executive Officer of PNC, a significant business headquartered in Pennsylvania, and the Governor of Pennsylvania, the bipartisan members of the group requested the issuance of an Executive Order to formalize the public-private nature of the Commission. An Executive Order was issued in 2008 and is available at <http://www.pabulletin.com/secure/data/vol38/38-44/1957.html>.

## 2. Mission and Goals



The purpose of the Commission is to secure support for public investment in early learning by focusing on practices that are educationally, economically, and scientifically sound. For its 2014-15 workplan, the Commission's work is derived from its goal, objectives, and outcomes, as noted below.

The goal of the Commission is to make the success of every child one of Pennsylvania's top economic priorities. It has three objectives:

- Increase awareness of the connection between quality early childhood investment (that is, social, intellectual, physical, and emotional development) and a strong Pennsylvania economy;
- Build a public-private partnership of leaders from all sectors at the state, regional, and local levels to advocate for quality early learning investment; and
- Increase public and private resources directed at evidence-based quality early learning experiences for at-risk children.

It seeks outcomes in three areas:

- Awareness –The connection between quality early childhood experiences and a strong Pennsylvania economy is demonstrated to the public, the business community, and the legislature through ELIC outreach activities;
- Advocacy –High-level leadership partners advocate for quality early learning in Pennsylvania; and
- Action – Community and regional partnerships stimulate action around early learning investments.

## 3. Governance and Partnership Members

The Commission is established through an Executive Order that provides the structure for its governance, membership, and staffing.

The Governor appoints business leaders and business executives from throughout Pennsylvania and designates a chair and a vice-chair (or two co-chairs). Business members are appointed by the Governor for a term of 3 years, other than the chair and co-chair who serve in those roles at the pleasure of the Governor. Public sector members are appointed by virtue of their position. Public Sector members include:

1. Secretary of the Budget;
2. Secretary of Planning and Policy;
3. Secretary of Community and Economic Development;
4. Secretary of Education;
5. Secretary of Public Welfare;

6. Deputy Secretary of OCDEL (also appointed as the co-chairperson of the Early Learning Council pursuant to a separate Executive Order); and
7. Director of the Pennsylvania Key.

As of 2014, there are 76 business leaders appointed to the Commission. A complete list of appointees, including biographical information, is available on the Commission's Web site at [http://www.pa-elic.org/index.php?option=com\\_content&view=article&id=52&Itemid=79](http://www.pa-elic.org/index.php?option=com_content&view=article&id=52&Itemid=79). Business executives are appointed in a manner that ensures representation from the entire state, prioritizing those geographic areas with a significant number of children at high risk of school failure, resulting in a good cross-section of employers statewide. In addition, preference is given to the most influential business leaders in an area since they are most likely to be able to inspire others to support quality early learning. Finally, the Commission strives to be diverse and representative of Pennsylvania's population.

Staffing for the Commission is provided by Pennsylvania OCDEL, which has historically delegated this responsibility to its partner, the PA Key. The Executive Order, in addition, provides that the Commission meet at least twice a year and has the following powers and duties:

- 1) Recommending strategies for the Commonwealth to engage business and civic leaders and organizations in early learning planning and advocacy at the State and local level;
- 2) Increasing business, civic, and public awareness of the importance of early childhood education;
- 3) Planning, implementing and hosting an Annual Economic Summit on Early Childhood Investment. The Annual Economic Summit will include outreach to business, civic, educational, and governmental leaders;
- 4) Planning and implementing an annual meeting for legislators and legislative staff to understand the economic, educational, and social impact of investing in quality early childhood education; and
- 5) Developing and recommending updates to a multiyear plan for the expansion of effective early childhood services.



## 4. Funding and Other Resources

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Funding for the staff of the Commission is provided by the philanthropic community. Current funders include the Grable Foundation, the Heinz Endowments, the William Penn Foundation, and the BUILD Initiative. This funding provides for a Business Partnerships Director, Program Coordinator, and Administrative Assistant as well as all expenses related to the work of the ELIC. The foundations grant the funds to the Pennsylvania Key.

## 5. Activities

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The activities of the Commission are broken down into four core areas: 1) business leadership education and engagement; 2) outreach to policymakers; 3) media connection; and 4) development of local and regional coalitions of business leaders.

### *1) Business leadership education and engagement*

Core activities to support the business leadership education and engagement focus include:

- **Annual Economic Summit on Early Childhood Investment:** Selected business leaders are invited to hear from national experts on the importance of investing in early learning in Pennsylvania. The target audience is business, civic, and educational leaders. Agendas and information are typically posted on the Commission Web site.
- **Speakers Bureau:** ELIC members share research-based information and their experiences with community leaders at business membership meetings and local community events. This activity targets local business and civic leaders, opinion leaders, school leadership, media, and the general public.
- **Employee Outreach:** ELIC members work through their human resource departments to direct employees on how to access information about their child's development, quality early learning, and available resources. The target audience is the employees of ELIC members and other Pennsylvania businesses.

## **2) Outreach to policymakers**

Outreach to policymakers includes:

- **Ongoing Legislative Contact:** ELIC members educate and engage legislative leaders to impact public policy on behalf of investment in early learning. The target audience is local, state, and national policymakers;
- **Legislative Events:** Legislators and legislative staff members hear about the importance of investing in quality early learning. The target audience is legislative caucus leaders, members of the general assembly, and legislative staff; and
- **Engaging Other Business and Civic Leaders to Contact their Policymakers:** ELIC members engage other business and civic leaders and encourage their legislative outreach to impact public policy.

## **3) Media connection**

To engage the media, ELIC members author opinion editorials and letters to the editor, meet with editorial boards, and participate on television and radio programs to share messaging as to the importance of public investment in early learning programs and to influence community opinion leaders. The audience for this work, in addition to the media, is the general public, legislators, and other businesses.



## **4) Development of local and regional coalitions of business leaders**

The fourth activity focus is to provide support to local business and community organizations that are seeking to create local coalitions of business leaders. ELIC members and staff provide assistance to local groups, such as chambers of commerce, the Society for Human Resource Management, workforce investment boards, regional economic development corporations, and civic groups in order to

organize business leaders in support of investment in early learning and increase the availability of high-quality early learning programs.

To support these activities, the members are asked to engage as follows:

- Attend the fall planning and orientation meeting and assist in the planning and implementation of the Annual Economic Summit on Early Childhood Investment; personally recruiting two to three targeted business leaders to attend the Summit;
- Consider signing “Letters to Editor”, and Opinion Editorials about the importance of early learning, as well as representing the Commission on radio or TV programs and sharing information with affiliated membership organizations and employees;
- Participate on ELIC conference calls regarding the economic summit debrief, budget, and legislative outreach;
- Visit high-quality early learning programs to become familiar with the comprehensive system and specific programs offered by OCDEL;
- Participate in the ELIC Speakers Bureau to educate business, civic, and policy leaders. Staff will provide materials and help identify venues and strategies that Commission members can employ on a local level to educate the general business community, civic organizations, and their own employees about the importance of early learning;
- Develop legislative champions. Legislative leaders and members of the Pennsylvania General Assembly, as well as the Governor, should continue to be the main focal point of elected official advocacy efforts by ELIC members with the intent to develop legislative and executive branch champions;
- Use national experts to educate members of the General Assembly and legislative staff on investment in early learning;
- Provide support to community organizations interested in building regional coalitions of business leaders--ELIC will provide assistance to local groups organizing business leaders to support investment in early childhood development;
- Develop and implement specific strategies for engaging local and state level business membership organizations such as chambers of commerce, the Pennsylvania Business Council, manufacturing associations, workforce investment boards, the Pennsylvania State Council of SHRM (the Society for Human Resource Management), United Way of Pennsylvania, Kiwanis International, and Rotary;
- Outreach to employees through human resource departments to direct employees on how to access information about their child’s development, quality early learning, and available resources; and
- Critique materials (brochures, videos, PowerPoint presentations, talking points, and handouts) used by Commission members to educate business leaders, legislators, and the general public about the importance of investing in early childhood education.

## 6. Evaluation and Outcomes

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The Commission uses an annual workplan to set goals and activities and reviews its progress in reaching its goals and activities each year. The Commission stresses its bipartisan commitment in its work. In the past fiscal year, specific outcomes include completion of 40 Speakers Bureau presentations, 3 regional legislative events, outreach to 50 individual legislators, 12 opinion-editorials or letters to the editor, 3 regional summits, 2 ELIC statewide meetings, and site visits for new members.

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