



Linking Early Care, K-12, and Afterschool Communication Efforts to Children, Youth and Families

Purpose

Youth Community Connections will enhance and formalize a partnership between key Early Care, Afterschool and K-12 initiatives to identify, test and implement a communication strategy to build support for a Minnesota "0 to 21" continuum of high quality learning opportunities.

Goal

Identify communication frames and/or messages that clearly link early care, out-of-school time, and K-12 education and learning opportunities to ensure all Minnesota's children and youth become successful 21st Century citizens, community and family members, and workers.

Outcomes

A strategic communication frame that builds support for a Minnesota "0 to 21" continuum of high quality learning opportunities and builds on investment focused framework language.

The strategic communication frame will support current messaging employed by the three key delivery systems (ECE, OST, and K-12) and recognizes how the 'pieces fit together' to ensure all of Minnesota's children and youth become successful 21st Century citizens, community and family members, and workers.