NC Race to the Top - Early Learning Challenge Messaging Framework

Communication Goals

- Highlight impact of grant on advancing State's early learning and development goals and in ensuring that NC is a state of opportunity and success for its residents.

- Build support to sustain and advance accomplishments and for continued growth of NC's early learning system.

Method

In-depth inquiry process included:

- Half-day meeting with agency leaders
- Interviews and surveys with agency leaders, project leaders and collaborators
- Media analysis and review of select Race to the Top – Early Learning Challenge materials

Wow!

- Trend Setting
- Pioneering
- Forward Thinking
- Willing to Take New Risks
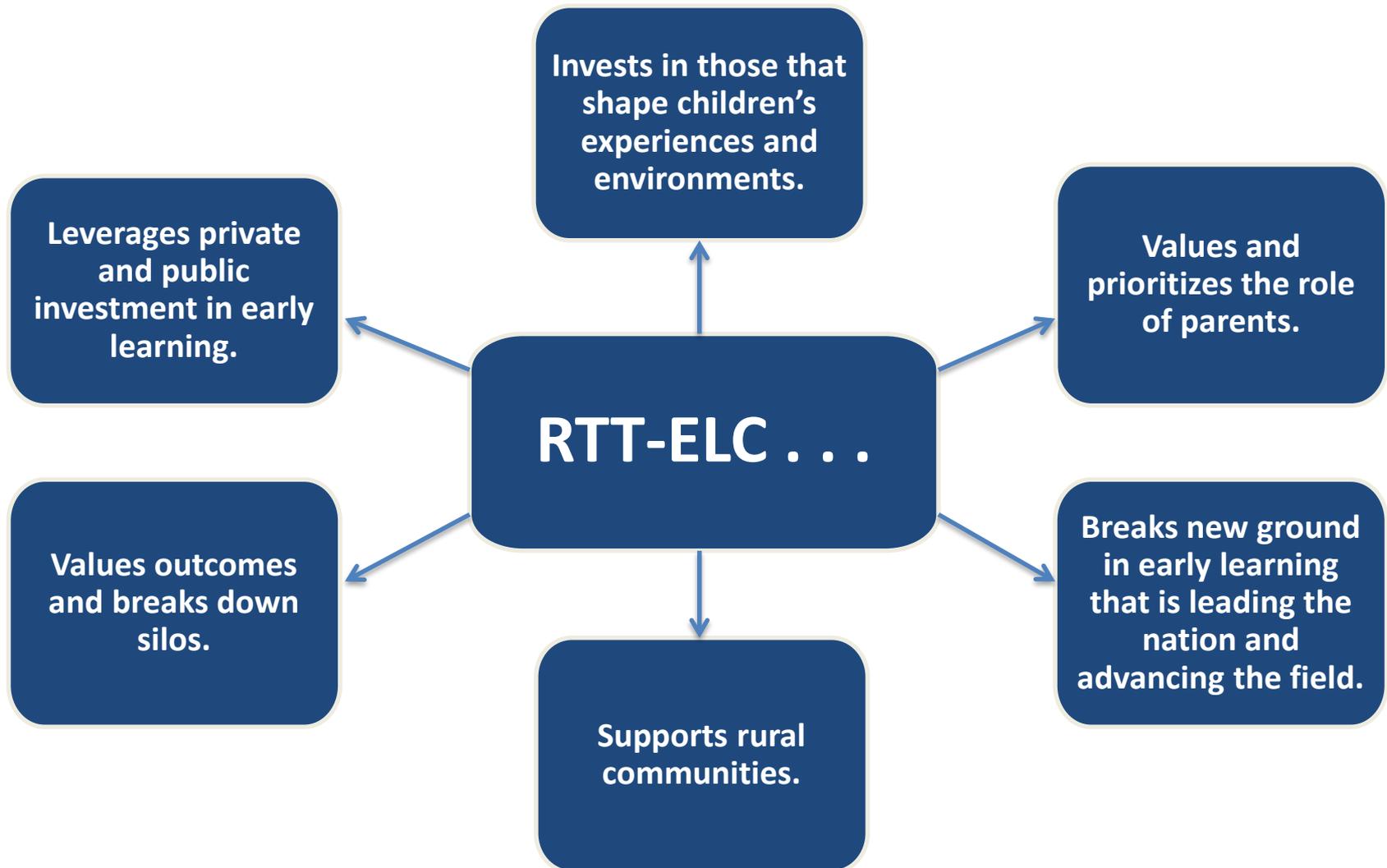- Advancing the Field for the Nation

Broad Impact Statement

Tap into People's Shared Values

Our Race to the Top – Early Learning Challenge Grant builds on NC's long history of recognizing that when each child has the opportunity to fulfill his or her potential we create the best outcomes in education, health and economic well-being for everyone in North Carolina.

Overarching Themes

Invests in those that shape children's experiences and environments.

Leverages private and public investment in early learning.

Values and prioritizes the role of parents.

RTT-ELC . . .

Values outcomes and breaks down silos.

Breaks new ground in early learning that is leading the nation and advancing the field.

Supports rural communities.

Invests in those that shape children's experiences and environments.

Leverages private and public investment in early learning.

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Race to the Top – Early Learning Challenge . . .

Values outcomes and breaks down silos.

Supports rural communities.

Breaks new ground in early learning that is leading the nation and advancing the field.

Together, we can ensure that each child has a strong foundation for lifelong success and reading proficiency, supported by the nation's best birth-to-eight system.