

BOARD BRIEF

Date: July 16, 2021

BOARD INFORMATION: X

MEETING PREPARATION:

FROM: Terri H. Mozingo, Ed.D., Chief of Teaching, Learning, and Leadership
Gerald R. Mann Jr., Ed.D., Executive Director of Instructional Support
Jane Richardson, Coordinator of Citywide Early Childhood Programs

THROUGH: Gregory C. Hutchings, Jr., Ed.D., Superintendent of Schools

TO: The Honorable Meagan L. Alderton, Chair, and
Members of the Alexandria City School Board

TOPIC: Smart Beginnings Alexandria Name Change

ACPS 2025 STRATEGIC PLAN GOAL

Goal 2: Instructional Excellence

Goal 5: Family and Community Engagement

SY 2020-2021 FOCUS AREA

Focus Area 3: Strategic Plan Implementation

FY 2021 BUDGET PRIORITY

Communications and Customer Service for Internal Stakeholder

SUMMARY

The Board Brief provides an update on the partnership between Alexandria City Public Schools (ACPS) and Smart Beginnings Alexandria and the name change of Smart Beginnings Alexandria to Kids' First Years effective July 1, 2021.

BACKGROUND

Smart Beginnings Alexandria

In 2019, the Early Care and Education Workgroup (ECEW) voted to become Smart Beginnings Alexandria. They joined the Smart Beginnings Network, a statewide network of local coalitions that support local communities in developing comprehensive early care and education system. The Smart Beginnings Network, including the use of the name and brand, is managed by the Virginia Early Childhood Foundation (VECF).

In March of 2021, Smart Beginnings Alexandria was notified by VECF of their intent to sunset the Smart Beginnings Network, which includes 17 coalitions and shift to a regional model to ensure coverage of all communities in the state. As a result of this new approach, the Smart Beginnings brand, logo, and tagline will be discontinued in 2023.

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Since Smart Beginnings Alexandria is relatively new in name recognition and within the community, it was decided to move forward with the name change now instead of using it for another two years. After thorough research of names in use in the early care and education field, trademarks, and web domain availability, Mekanik, a local brand company, provided four names for consideration. The names were presented to partners, and **Kids' First Years** was selected.

RECOMMENDATION

The Superintendent recommends that the School Board review the information presented within the brief.

IMPACT

Effective July 1, 2021, the name Kids' First Years will be used on FY22 Memorandums of Understanding (MOUs), and contracts will display the name "Kids First Years" (formerly Smart Beginnings Alexandria). The new web address, kidsfirstyears.org, will be implemented starting August 1, 2021.

CONTACTS

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