



BY5 Early Childhood Initiative mobilizes Kindergarten readiness messaging through MITS bus advertisements



Have you read to your child today? That is just one of the questions BY5 is asking parents throughout Muncie in its recent campaign to raise awareness of the importance of Kindergarten readiness.

The campaign centers around sharing simple things parents can do each day from the time their child is born to prepare them for Kindergarten: reading, talking, singing, playing, counting, and exploring. As the campaign touts, “your child’s future begins today.”

In an effort to reach all parents across Muncie, BY5 took to the streets—literally—to spread its message. Interior and exterior ads on MITS buses mobilize the campaign through different corners of Muncie. These bus ads—in addition to social media posts, Facebook ads, ads, radio ads, and direct mailers—have resulted in a 42% increase in monthly website traffic since the campaign launched in September.

This positive reaction indicates that more families are learning not just about BY5, but also about

the importance of doing what they can to prepare their child for Kindergarten.

Research has shown that children who are ready for Kindergarten by age 5 are 17% more likely to graduate from high school, 4 times more likely to graduate from college, 46% more likely to have a full-time job, and 20% more likely to earn a strong salary by age 40. So, preparing your child to be ready for Kindergarten from the time they're born creates a pipeline of opportunities for the rest of their life. From a community standpoint, ensuring all children in our community are ready for Kindergarten by age 5 sets us up for a stronger economic workforce in generations to come.

This concept—connecting Kindergarten readiness to economic success—is the foundation of BY5, which serves as the leading organization for early childhood awareness in Muncie and Delaware County. As a nonprofit, BY5 works to improve opportunities for children aged 0-5 to reach their developmental potential through a number of free programs and resources, including Little Free Libraries, Little Learners Passports, book donations, free diaper banks, and more.

2021 I.D.E.A. Conference Call for Proposals



The Muncie Action Plan, Shafer Leadership Academy and Building Better Neighborhoods are partnering once again to support the development of neighborhood leaders.

The sixth annual [Neighborhood I.D.E.A. Conference](#) is scheduled for March 06, 2021 at Pruis Hall on Ball State's campus. Seating will be limited to meet CDC distancing guidelines as well as any Health Department requirements in place at the time of the event.

This year's I.D.E.A. Conference will look a little different. We will gather in-person and stream the event live on MAP's Facebook page. 2021 will be a celebration of your efforts to meet the needs of your residents, to stay connected, to make change happen during a pandemic all while facing a myriad of challenges. We will not have break-out sessions, but will ask presenters to prepare 7 minute presentations that will be shared with the entire audience.

We want to hear your successes, your struggles, your stories from 2020.

Do you have an idea you would like to share at the conference or a topic you want to see discussed?

[We are taking submissions through December 5, 2020.](#)

MEET OUR WEB OF SUPPORT
AMBASSADOR,

Katie!

"I am really excited to see Web of Support come into our community and watch it grow. I've always been about establishing relationships and connections so to see it in its beginning stages and see it change over the next several years is very exciting."

- Katie Lehman, Muncie Public Library Ready Readers





Web of Support
Everybody Succeeds

What does the Web of Support mean to you?

"The Web of Support is looking to change the culture. It's not a program. It's not something you can follow step-by-step. It's a long term plan to change the culture."

- Katie Lehman, Muncie Public Library Ready Readers



Web of Support
Everybody Succeeds

How do you incorporate the Web of Support into your life?

"I work with closely with families. So I've started talking to families about who is in their child's Web of Support. Then asking, do they like the people in their child's web? Do they feel they are a good support? So, trying to get families to look around their child to identify areas where they need support so I can help connect them with that support."

- Katie Lehman, Muncie Public Library Ready Readers



Web of Support
Everybody Succeeds

[Click here for more information about the Web of Support.](#)

MAP Board Member Spotlight: Gretchen Bookout Cheesman Director, Community Development

City of Muncie



When did you join the MAP board? January 2020.

Why do you work with MAP? I serve on the MAP board as the Director of Community Development for the City of Muncie.

Favorite Travel Destination: Anywhere there's a beach! And my adult children live in great destinations so San Francisco and the Portlands, Maine & Oregon are always on the itinerary.

"I love Muncie because...it has so many amenities that larger cities have without the traffic, and everything is close by, my commute is six minutes! We have a great downtown, university, hospital, trail system and philanthropic organizations, but people make a community. Muncie people are friendly, generous and involved in making Muncie the best place it can be."

Coming Up In 2020

Check out the Muncie Visitors Bureau [calendar](#) for open venues as well as virtual exploring and entertainment. Or check out their Facebook page: [Muncie Visitors Bureau](#).

MAP Neighborhood

Meetings:

2020 MAP BOARD OF DIRECTORS

Donna Browne, Grant Writer, Center for Energy Research|Education|Service, Ball State University

Gretchen Cheesman, City of Muncie Community

Most neighborhood meetings have been cancelled for the month of December. Please be sure to check your neighborhoods Facebook page for updates/confirmation of meeting.

An updated meeting schedule for 2021 will be included in our December newsletter.

Development

Cornelius Dollison, Whitely Community Council

William Hughes, Attorney, Beasley & Gilkison (**Treasurer**)

Mitch Isaacs, Executive Director, Shafer Leadership Academy

Roni Johnson, Community Foundation of Muncie and Delaware County, retired

Wayne Johnson, Ivy Tech Community College

Jenni Marsh, President/CEO, United Way of Muncie and Delaware County (**President**)

Missy Modesitt, Delaware County BY5 Early Childhood Initiative, Inc.

Marta Moody, Director, Muncie-Delaware County-Metropolitan Plan Commission

Steve Moore, First Merchants Bank

Chuck Reynolds, Muncie Community Schools

Alison Robbins, Aspect 6 Creative

Kelly Shrock, President, Community Foundation of Muncie and Delaware County (**Vice President**)

Susan Volbrecht, Coldwell Banker the Real Estate Group

Heather Williams, Program Manager, Building Better Neighborhoods (**Secretary**)



Task Force 1: Linking Learning, Health, and Prosperity

MAP TF1/BY5 has increased resources and program to underserved families by over 60% and has increased access to high quality child care in Muncie/Delaware County by 22% since 2013.



Task Force 2: Fostering Collaboration

MAP TF2’s efforts have created and sustained over 27 active neighborhood associations in the community of Muncie.



Task Force 3: Strengthening Pride and Image

MAP TF3 has worked together with communications partners to create Mymuncie.org, signage and delivering the good news of the opportunities Muncie has to offer.



Task Force 4: Creating Attractive and Desirable Places

MAP TF4 has strengthened Muncie’s resiliency and code enforcement, helped to create the Muncie Cultural Train, Canan Commons and continues to work with Downtown Development to attract new business.



Task Force 5: Managing Community Resources

MAP TF5 has worked with Delaware County GIS department and helped to create Bike Muncie, Scout Muncie, has overseen Tuhey Pool Watterpark’s transformation, reservoir projects, among other land resource improvements.



12/2/2020

MAP3 Reading November 2020

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