

## Region 6 IEC Meeting Minutes

Willmar Education and Arts Center 615 5<sup>th</sup> St SW, Wilmar; Kaffe Fest Room

Nov 29, 2017 9:00-12:00

1. Called to order and name cards assembled.
2. Motion to approve September 27<sup>th</sup> minutes passed.
3. Welcome to all, especially new attendee Laura Laub from Big Stone County Social Services supervisor.
4. Agency updates included a discussion around how many attempts and how to document attempts to contact a family who has been referred and the family has not responded to phone, home visit or certified letter x3.
  - a. Agreed the referral source would be notified of the unsuccessful contacts. It would be up to the referral source to take it further; check back with the family, or to refer out, for example to Child protection. Most workers agreed several attempts and a follow-up summary letter to the parent and possibly to the referral source, keep the information in a file for when the referral comes up again, or even at kindergarten. Important to remember, the parents have the choice to engage.
  - b. Most all schools are busy with referrals, many could relate to the difficulty reaching families.
5. Financial update. See budget page sent with agenda.
  - a. Is less by \$3000 overall that was not approved where planned attendance at the national HMG meeting but out of state travel not allowed and the meeting last year was in Minnesota.
6. State wide retreat information share by Karie Miller who attended. We should plan to have at least one attend every year. State IEC retreat shared experiences from other regions. Comparatively, we are doing well to meet expectations. Other regions are struggling to get members; others are also going to hiring help to facilitate like our region did.
  - a. Operating procedure was developed in 2013 with the restructuring to the region. Our procedures have not been updated since the restructure. MDE is requesting it be updated over the course of this year. Kara Tempel from MDE will send a template to do this year. Should include contracted/hired facilitator.
    - i. One item is posting minutes to a website and we have used the coop website in the past. Motion Deb Luetmer, Nancy Holt second, to look at the operating manuals and procedures and get the procedure updated according to the template, also look at verifying correct school district listing. Cindy Kvaal will check on Litchfield. We need to also include charter schools. Ask MDE which schools are in our region and whether the funding follows.
    - ii. Membership roster should be double-checked. Swift County has 3 schools so the teachers rotate and are on for 4 years one at a time. It has been the practice to find your replacement and recruit members with the group knowing the names. Karie Miller ok to be on work group, Linda M. Others are to contact Linda.
  - b. Evaluation methods are to be part of our work plan. Three questions are included in the template: How much did we do? How well did we do it? Is anyone better off as a result? Linda created a method of evaluation for each goal on our work plan; we will keep them listed on the work plan. Linda starting 2<sup>nd</sup> year facilitating, outreach 2 years before that.
7. Work plan reviewed with goals: Our region group seems to have a good start on the evaluation piece.
  - a. Goal 1 Newsletter; used free Mail Chimp, watch for systems, esp. in schools in case it is blocked. She looks to have members forward it and encourage others to subscribe. Also send Linda email addresses such as providers, mental health practitioners, community contacts. Newsletter reviewed has multiple links to other programs, and links to resources and websites. She can measure the reader metrics through Mail Chimp. Have increased from Nov 2016, 182 subscribers to April 2017 to 264; 50% opens, Oct 2017 280; 44% opens. Email addresses are collected at Kids First Conference and other speaking/presentation opportunities. Industry standard is only 16% opens to compare from Mail Chimp.
  - b. Goal 2: Coordinator and facilitate newsletters, meetings, information, feedback from members. National conference will not be attending. Recruit a parent; Big Stone has a potential recruit. Karie Miller has a parent recruitment letter developed previously, includes some stipend funding.

- c. HMG public awareness outreach to district and private preschools, medical facilities, child cares: number of events and participants reached, evaluations and feedback collected. Linda has the listing. Committee keep Linda informed of changes and new start ups and help her prioritize them.
- d. Training and outreach presentations and materials in the Region. Linda is in the process of doing hospital outreach. Seeking number of births to determine baby kit distribution to hospital (baby bib, developmental wheel and parent brochure). She is also distributing to MDs at clinics who don't deliver babies but see babies.
- e. The state has developed Child Find Training materials: materials for child care providers, a new 2-hr, powerpoint, guide, material, available in packet is coming. It is not yet approved as a star rating for child care aware, it is meant to be in person. Linda is not yet certified in the rating system but could be. She customizes the length of training for each site.
- f. ICC funds. State special work group to look at ICC budgets. We should not have unspent funds at the end of the year (we had \$7 ☺). We cannot be using our money on food expenses. A lot of Regions are using funds for print materials. We allocate about \$3000 for materials. We ordered packets of 50 for each area to have for parent handouts of the online resources. We can get posters printed locally for less than through Region 11. Linda is using it for Day Care providers as well as clinics. She encourages day care providers at conferences to show the parent to celebrate milestones from the poster.

8. Work plan updates:

- Start 2018-19 in the next meeting.
- Child care centers will be sharing new training.
- Newspaper Week of Young Child Promotional Ads: Linda tries to do full page of poster and keep expenses similar.
- Suggestions from group for direction: Additional training on social Emotional with Lynn Herrick. Pact for is not sponsoring any soon. They are doing ACES training.
  - Avenues to distribute information on social media. Have some links on the HMG facebook and can request to the state social media and we determine the area, audience, subject and make a broad topic list to pop up, can spend in dollars. It would pop up on facebook in our area. State is not tweeting yet. Agreed it would be a good idea. Also encourage members to "Like the Facebook' page, Chery move to use \$100, MSP
  - Not so sure on billboard use, watch for one that will last a long time is expensive.
  - Discussion about the "Where is Bear?" 2 year old book to distribute through WIC clinics to match the target audience and to kids who are screened for HMG. Add local HMG sticker to books. \$1.05/item. MaryKay Sinner to purchase 1000 books, plus up to 125 \$ stickers for them, Billy Lindemann; second, Darla Swedzinski. The Amazing Me 3 yr old book is not as well liked. We have about 50 left. Idea to think about other board books.
  - Hospital/Clinic Outreach: Paynesville hospital borders our region. Glenwood is another one. Should we look to do outreach, in any fashion, to these?
  - Encourage use of developmental wheels for birth to age 3 yrs. We are currently doing for just one year at hospitals and clinics where no deliveries occur through IEIC outreach. Some districts use during referral assessments. Wheel is \$.65 each. Schools should give at age birth to 2 yrs, and do book age 2-3 yrs as a suggestion referral assessments. Follow Along program is option.
  - Historically, there was a calendar that was developed for each month from birth to 18 months with stickers to apply at milestones. Bring a sample if possible.

9. Assignments for all embedded within.

- a. Linda will make a quick newsletter link so that we can find the newsletter in our email boxes. Forward and encourage others to subscribe themselves.

10. Next meeting: Feb 28, 2018; 9-12:00; WEAC Building; Kaffe Fest room, 2<sup>nd</sup> floor. Then April 25<sup>th</sup> 9-12.