

# Region 11 Help Me Grow IEIC Meeting Notes

Region 11 Help Me Grow IEIC meetings are open to the public.

**Date:** May 10, 2023

**Time:** 12:30 – 2:30 pm

**Committee Past Chair:** Judy Swett

**Chair:** Jayne Cox-Lindsey

**Vice Chair:** Cherene Newman

**Members Present:** Ami Wazlawik, Amy Mimm, Ariana Mendex (for Ashley Lee), Cynthia Fashaw, Dana Nagel, Sarah Contreras (for December Brakefield), Jayne Cox-Lindsey, Jennifer Kruger, Judy Swett, Kathy Cromie, Mara Lund, Marilyn Forsberg, Monica Torgerson, Ruth Heiland, Susann DeTienne, Deb Gerardy, Sylvia Sekhon, Sarah Schmit.

**Members Absent:** Amy Berge, Cherene Newman, Corinna Graner, Dave Runion, Emily Dolentz, Emily Norwick, Jen Odegard, Julie Ritter, Jordan Zahrte, Mai Chang, Melissa Weeks, Michele Bedor, Lori Schmidt

**Guests:** Bridget Burnham - parent

**Staff:** K. McKay, S. Ryan-Wood, A. Paulson

## Topics

- **Introductions** of those in attendance = Jay Cox-Lindsey  
Housekeeping
  - Approval of May 10, 2023- agenda  
Motion: Judy Swett  
Second: Jennifer Kruger  
Vote: Approved
  - Approval of Jan. 11, 2023  
Motion: Judy Swett  
Second: Susann DeTienne  
Vote: Approved
  - Approval of New Members:
    - Mara Lund – Native American Representative
    - Ashlee Lee – Hennepin County FAP
    - Ami Wazlawik – Ramsey County Commissioner’s Office

Motion: Dana Nagel  
Second: Monica Torgerson  
Vote: Passed
- Celebration of retiring members: Susann DeTienne, Paula Watkinsy

Jayne and Anna mentioned that Susann was a strong participant in the Public Awareness/Child Find subcommittee along with her many years in the Region 11 IEIC. Paula was the consistent voice for including the Follow Along Program in all of the public awareness campaign events. Both leave a legacy of service for infants, toddlers, and young children.

- Open member spots on the IEIC:
  - Parent Representative – Bridget Burnham attended to get information as a potential new member.
  - Homeless Families Representative – Anna has reached out to Lutheran Social Services and to Beacon Interfaith to see if they have staff who service families of young children.

- **ICC and Legislative updates provided by Cat Tamminga-Flores:**

Cat was not able to attend, below is her written report:

Folks are able to keep up-to-date with this through the legislative meeting schedules and websites, and are encouraged to do so. There are a lot of early childhood proposals they might be interested in learning more about this way, including additional aspects of early childhood like childcare, Tribal Head Start, ECFE, and more.

For information and questions about the [Department of Children, Youth, and Families Proposal](#) and [Part C Frequently Asked Questions](#). See the FAQ webpage.

Cynthia Fashaw and Judy Swett shared what they know about the proposal for the new Department. The timeline for establishment is 2025.

The ICC continues working on action and policy and procedures work grounded in equity and justice with technical assistance from the Early Childhood Technical Assistance Center (ECTA). We are also reviewing our operating procedures and meeting processes to align with additional ways of functioning (e.g. exploring additional ways for meeting structure, voting, time flow, membership participation). We had a number of members' terms end in January, so we are working on filling positions ([here is the link on the Secretary of State website](#) – please share out as folks are able!). Almost all of the members whose terms ended have continued to participate and some hope to reapply. We will be adding in focus groups soon for various aspects of the work. The ICC membership also attended the Preschool Development Grant sponsored virtual event last month for adapting the [Kansas Our Tomorrows tool](#) and are exploring ways this can support Minnesota and Tribal Nations families in early childhood special education.

Jennifer Kruger described the ICC and the purpose of the committee. It is a Governor appointed committee (applications are non-threatening. A resume and

a cover page). The ICC has the opportunity to review the policy proposals of the Children's Cabinet. They also get to review the language in statute to assure that equity is considered. The ICC is open to the public. All can attend.

- **Implicit Bias Training Series Presentation by Judy Swett**

Judy shared her experiences as the Region 11 IEC representative in the Equity and Implicit Bias Training by Rosemary Allen. Below are the videos she shared during the meeting, plus an additional one she sent via email:

Check out "1.1: What is Implicit Bias?" from Kirwan Institute on Vimeo.

The video is available for your viewing pleasure at <https://vimeo.com/266974944>

Check out "1.2: Implicit Bias in Action" from Kirwan Institute on Vimeo.

The video is available for your viewing pleasure at <https://vimeo.com/262430144>

Check out "1.3: Origins of Our Bias" from Kirwan Institute on Vimeo.

The video is available for your viewing pleasure at <https://vimeo.com/262430715>

- **2022- 2023 Work Plan and Budget Status Report**

Parent Connectors activity highlights include presentations to childcare centers and parents. The Hmong Early Childhood Coalition will host an online session about Autism on May 24<sup>th</sup>. Family Values for Life and Andria FageTt hosted the I <3 Mom event in East St. Paul. Andrea Castillo just presented for the MDH on the ADDM project., Monisha Washington just presented for UCare in North Minneapolis. Anna reported that the summer calendar is full of exciting opportunities of in-reach and outreach.

- Articles – sent monthly to childcare centers.

March: [The Importance of Sharing Your Family's Culture - Article](#)

These are published in newsletters to families or shared with other childcare centers. They are also posted on the HelpMeGrowMN.org website.

- Mom Enough podcast

Anna announced that the podcast [Parent Involvement in Schools: Benefits for Children & Families](#) Dr. Sheila Williams Ridge is posted on the HMG website and on the Mom Enough site.

- The newest bumper advertisement is 6 seconds long to be sure viewers cannot click out of the ad. The focus is [ASD Awareness](#)

- “Do You Have Questions About Your Child’s Development” sheet. Anna showed the final product. This is available for order. [Do you have Questions about your Child’s Development](#)
- Print materials: The MDE team has asked that we review the print materials in the storeroom and complete a prioritization list. Their goal is to limit paper in the future. There is concern about how to survey young families to be sure we have a multi-perspective and equitable lens on the resources. Anna said that this process is in the 2023-24 workplan.
- Medical Training Video – Advisory Board.
  - Jen Odegard: Public Health Nurse
  - Faith Kidder: Child & Teen Check Up
  - Jodi Tervo-Roberts: E.C. Clinic Navigator
  - Maren Kioga: Parent
  - Monisha Washington: Comm. Health- African American
  - Rosalinda Alle: Community Health- Latin community
  - Itzel Vega: Community Health- Latin community
  - Mara Lund: Native American IEIC representative
  - Dr. Sylvia Sekhon: Pediatrician
  - Tara Pavelka: Children’s Hospital Discharge Planner.
  - Cherene Newman: ECSE Coordinator: IEIC Co-Chair

[View Current Draft of Training Video](#)

Anna mentioned that the committee is still working on simplifying the language in the video, adding more QR codes and finalizing the video by adding voice to the slides.

Jayne share that Region 11 has set up a [shared folder](#) so other regions have access to our ads, materials, and resources.

- **Marketing Reports:**
  - Anna reported from the Risdall “clicks to referral” report:
    - January: (Most references came from organic Google search)
      - Parent Form: 972 total.
      - Professional Form: 1611
      - Family Form: 110
    - February:
      - Parent Form: 892) Most referrals from organic Bing search.)
      - Professional Form: 1482 (Google, Bing, URL)
      - Family Form: 115 (Most referrals from organic Google search, URL direct, 2 from FB)
    - March:
      - Parent Form: 1051 Most from organic Google search.
      - Professional Form: 1682 (Google and Yahoo organic search)

- Family Form: 147 (Most from organic Google search)

Anna reported from the Risdall Annual Campaign report:

- YouTube Bumper Ads = brand awareness
- Google Display = brand awareness
- Google Search = website traffic
- Multi-pronged approach:
  1. Build brand awareness among parents and influencers who don't know Help Me Grow
  2. Engage parents with the information that Help Me Grow is sharing
  3. Focus on where parents are: on websites, apps, search, and YouTube
  4. Focus on the low-income parent, both male and female, on platforms where this targeting is available.
  5. Focus on topics rather than brand
  6. Focused targeting within the geographic boundaries of Region 11
  7. Focus on mobile devices to prioritize younger, low-income audiences
- Summary of data:
  - This Multi-pronged marketing approach successfully met the goals of Help Me Grow Region 11 by continuing to grow brand awareness and driving traffic to HelpMeGrowMN.org.
  - Utilizing Google Display, Google Paid Search and YouTube Bumper & Instream ads effectively reached Region 11's overall target audience.
  - The implementation of:
    - Creating Responsive Display Ads
    - Optimizing towards top performing keywords
    - Using quality video content for YouTube advertising - All had an impact on the positive performance that is seen throughout the campaigns.
- Recommendations:
  - Display
    - Continue to increase performance on Responsive Display ads by removing low performing headlines and testing out stronger headlines to boost CTR.
    - Add new photos.
    - Refine audience targeting.
  - Search
    - Continue optimizing towards top performing keywords and filtering out irrelevant search queries.
    - Continue optimizing towards top performing headlines to increase search CTR.
  - Video
    - Target only parents and check in on results in one month.

- **Budget = [2022-23 Budget](#)** Kathy reported that we did run out of money for print materials, but we are on track with the budget and hope to have just below \$20,000 in carry forward funds. She said that MDE will not provide allocated funds to the Regions until late June and that the proposed 2023-24 workplan will be developed off the allocation amount from 2022-23.

Kathy reviewed the allocation formula and the [Referral and Eligibility data sheet](#).

- **2023-24 Proposed Workplan/Budget:** Anna and Jayne  
 Jayne allow time for the IEIC members to read the three subcommittees' 2023-24 workplan goals. [Subcommittee Proposed Goal Report](#)  
 Jayne read the overall goals of the proposed new workplan. The IEIC Members were given the opportunity to review the [Proposed Workplan/Budget for 2023-24](#). The committee was reminded that the vote today is to approve the proposal of this current draft to MDE. Once MDE reviews and revises, this committee will be asked to vote again via email for the final Workplan and Budget. Jayne called for a vote to approve the proposed 2023 – 24 Workplan.
  - Motion to approve =Ami Wazlawik
  - Second of motions =Judy Swett
  - Motion passed.

- Additional discussion:

Mara Lund shared that she has made connections with “Playworks” childcare center and the Mdewakanton tribe.

Dr. Sylvia Sekhon shared that Reach Out and Read had a successful event this past week. Over 100 attendees. The keynote presenter shared that 85% of those who are incarcerated cannot read – highlighting the importance of learning to read.

Ami Wazlawik shared a bill that lists baby items that would be exempt from sales tax. Details of this can be found at <https://www.axios.com/local/twin-cities/2023/05/10/minnesota-sales-tax-exemption-baby-cribs-strollers>

Bridget Burnham shared a program that she participated in through district 196. The program brings together parents of children who are in the ECSE system. Time and topics are set aside for parents to connect while their children are busy with professionals in play and therapy sessions. Jennifer Kruger said that St. Paul is starting something similar. Jayne is interested in learning more for her district families.

Dana Nagel shared information about another bill that is in legislation right now. A bill to better fund Children’s Mental Health services. Programs are unable to sustain services with the current allocations. Many are closing. See this site for more information. <https://legiscan.com/MN/bill/SF926/2023>

Motion to Adjourn = Dana Nagel  
Second: Ami Wazlawik  
Vote: Meeting adjourned at 2:45 p.m.  
Social Time Started.