

**Region 11 Help Me Grow IEIC Meeting Notes
On Site and Zoom Virtual Meeting**

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

Date: Jan. 11, 2023

Time: 12:30 – 2:30 pm

Committee Past Chair: Judy Swett

Chair: Jayne Cox-Lindsey

Vice Chair: Cherene Newman

Members Present: A. Mimm ,A. Wazlawik, C. Fashaw, C. Newman, D. Brakefield, D. Nagel, J. Krueger, J. Swett, K. Cromie, M. Chang, M. Forsberg, MK Stevens, M. Bedor, M. Torgerson, L. Schmidt, S. DeTienne, S. Sekhon, S. Schmit

Members Absent: A. Berge, C. Graner, D. Runion, E. Dolenz, E. Norwick, J. Odegard, J. Cox-Lindsey, J. Zahrte, J. Ritter, M. Weeks, M. Vera-Jimenez, R. Heiland

Guests: Isaak Heieie, Michele Kvikstad, Zang Vang-Lee

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

Topics

- **Introductions** of those in attendance = Cherene Newman – Co-Chair
- **Housekeeping** items lead by Cherene Newman
 - Approval of Jan. 11, 2023 - agenda
 - Motion: M. Forsberg
 - Second: J. Swett
 - Vote: Vote passed
 - Approval of [Nov. 9, 2022 meeting minutes](#)
 - Motion: J. Swett
 - Second: M. Bedor
 - Vote: Vote passed
 - SAVE THE DATE – May 10 Meeting ON SITE
 - Reminder of finalized [Operating Procedures](#).
 - [Updated 2022-23 Workplan/Budget](#) (deleted Online Resources goal. See 11-9-22 meeting notes.)

- **ICC and DEC update provided by Michele Kvikstad:**
- **ICC: Interagency Coordinating Council on Early Childhood Education.**
 - This is a Governor appointed council supporting children birth-kindergarten entrance. Children with disabilities and their families.
 - This council recommends policies and procedures to MDH, DHS, and MDE. ICC Facilitator is Cat Tamminga at MDE
 - Goals this year = Inclusivity and equity and making sure we are reaching everyone in the state. The council looks at current state statutes to determine child find, inclusivity, and equity efforts.
 - There have been discussions on how the staffing shortages have impacted the programs and schools around the state. Right now there are no solutions to the shortage issues.
- **Follow Along Information:**
- A program that is focused on reaching children birth-three years of age. It has been around since 1988. It is an interagency collaborative effort for child find. There are no eligibility requirements other than age for a child to be enrolled. The screening tool (ASQ, ASQ-SE) is used to help families track development. FAP focuses on making sure that we are making connections with local and county resources. Ramsey and Anoka Counties currently do not participate in FAP. 81/87 counties participate. But if there is a child/family from Ramsey county who want to participate, the children are connected with a surrounding county. (There haven't been any agencies that turn Ramsey County families away.) For follow-up, if there are further questions or concerns regarding the screening, there is follow-up with the family by their own county.
- There is a legislative proposal on the table at this time to support the efforts of better funding teacher retention, Follow Along Programs, etc.

DEC Updates:

- Division of Early Childhood - of the Council of Exceptional Children. March 9-10 Minnesota Conference. Parent panel of Adults with Disabilities. Theme: **“Beginning with the Future in Mind”**.
 - Will look at diversity and equity. Also looking at how we get a shift to get the voice from the community.
- **2022- 2023 Work Plan and Budget Status Report**
 - Parent Connectors activity highlights

Zang Vang-Lee reported that since JULY, Parent Connectors have reached 1,951 families across 18 different events!

- Outreach within the community has been successful, including presentations and 1:1s. St. Mary's Clinic has been doing a lot of flu and Covid vaccine clinics. The others have provided outreach at several other events throughout the metro including East St. Paul Backpack Give-away, , Open- Streets, Hmong Freedom Fest, North Mpls health fairs and other events.
 - Since July, there has been a presentation at childcare centers in Minneapolis, Brooklyn Park, Shakopee. At "Circulo de Amigos" the session was presented in Spanish. In group presentations, Zang reported that it is nice to have the chance to go deeper into what Help Me Grow is and what happens after referral along with other resources. There were a lot of questions about Help Me Grow and how to talk to families regarding the referral process.
 - Anna has done a podcast for New Horizons and for Inclusive Childcare.
- Articles – sent monthly to childcare centers. December [Article: Development through Games and Play](#)
 - 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 [Developmental Milestones: Tracking Your Child's Learning and Growing](#) with Dr. Jennifer Hall-Lande launched on Dec. 6th. Along with the other Help Me Grow sponsored podcasts, there is a spike in traffic to the Help Me Grow MN website when our ad is posted next to the podcast. This podcast drove 141 visits to the HMG website.

New and final recording for this contract year = Dr. Sheila Ridge-Williams on "The Importance of Parent Involvement".
 - "Do You Have Concerns About Your Child" sheet.

Anna shared the final mockup. Changes in this version include a focus on "child" rather than "baby" and a change in the academic level of the content. The full poster has been translated and will be sent to print.
 - Add Frequently Asked Questions-" When Do Babies" pages to the website – Anna said that the status of this project has not changed. All content is ready for translation. Waiting on the MDE Communications Department for website disclaimer language in order to post.
 - These pages are not replacing the milestones, but rather just a FAQ from parents. "when do babies..." is frequently googled and adding these pages will drive more traffic to the website. FAQs in each of the four languages.

- November:
 - Parent Form: 825 (Top referrer organic Bing search. 8 referrals from FB)
 - Professional Form: 1,575 (Google, Bing, URL direct, MDE)
 - Family Form: 127 (Top referrer organic Google search, URL direct, 3 from Google Display campaign)
- December:
 - Parent Form: 719 (Top referrer organic Google search. 16 from YouTube Bumper Ad)
 - Professional Form: 1,218 (Google and Yahoo organic search)
 - Family Form: 83 (Top referrer organic Google search, 3 from FB)

Referral Suggestions:

The IEIC members would like to add their suggestions for the updated referral forms. In addition, they would like to consider the idea of adding a “what you need before you begin” direction to the site. This will help professionals and parents have the documents they need ready before they start adding to the referral form.

- Cherene has opened a shared doc for [Referral Suggestions/Ideas for HMG](#)
- Mom Enough ad space results. The day each of our podcasts air, our visits to the website spike from less than 10 visits to over 123 users (141 sessions).
- **Budget** update Kathy.
 - As of December, we have gone through 50% of the budget. There have been quite a few printing orders. The Public Awareness/Child Find committee looked at what is a lower priority to eliminate. The baby bibs are no longer provided. There has previously been 150k allocated to printing, but since COVID costs have significantly increased with printing and shipping.
- [Referral Eligibility Data – final chart](#). For 2022, region 11 had 18,958 referrals (Compared to 15,264 last year). 80% of those evaluated were eligible for services. Statewide, Help Me Grow had 26,119 referrals. (Compared to 23,562 in 2021 and 533 in 2010) We are currently unable to get Dec 1st child count data.

Mai had questions regarding specific districts and pulling data about children in the CPS. It was suggested to go on the MDE webpage for MFR and collect information that way.

Materials and Resources distributed statewide: 251,054 (from July 2021 – June 2022). To date this fiscal year (July – Dec 2022) 124,610 materials have been distributed.

Reminder: **December 1 Child Count** can be found on the MDE website for the entire state, for Region 11, and for individual districts by following these directions: **1-** From the MDE homepage choose "Data Center", then "Data Reports and Analytics"; **2-** Scroll to "School Finance Reports" and choose "Minnesota Funding Reports (MFR)"; **3-** Select your District or to access the Regional and Statewide summary select "STATEWIDE" from the district alpha list; **4-** View "All reports; **5-** Select "Category:Special Education; **6-** Select Year: 22-23; **7-** Report: Special Ed. Unduplicated Child Count Report #4 or Special Ed. Unduplicated Child Count by Setting Report #13; **8-** List Reports; **9-** Select the report and print.

- **Subcommittee Lists:** Please feel free to sign up if you have not yet.
 - Workplan/Budget: Cynthia Fashaw, Jayne Cox-Lindsey, Julie Ritter, Mai Chang, Monica Torgerson. Meeting Date: 3.15.23
 - Public Awareness/Outreach: Cherene Newman, Lori Schmidt, Mary Kay Stevens, Michele Bedor, Susann Detienne. Meeting Date: TBD
 - Equity/Family Involvement: Amy Mimm, December Brakefield, Jennifer Kruger, Judy Swett, Melissa Weeks. Meeting Date: TBD

Motion to Adjourn = S. Sekhon

Second: M. Bedor

Vote: Meeting adjourned at 1:51

Next Meeting Dates:

March 15, 2023- For Workplan/Budget workgroup only. Equity/Family Involvement and Public Awareness/Outreach subcommittees will be receiving a doodle scheduler poll soon to set up meetings before the Workplan/Budget Subcommittee meet on March 15th.

May 10, 2023 – at Metro ECSU. 2 Pinetree Dr. Arden Hills, MN.

Resources and Links:

- Nov. 9, 2022 Meeting Minutes
<https://docs.google.com/document/d/1tpHo3IVF7aAed3OdzGOFWEdRfyd8j7o5/edit?usp=sharing&oid=114903089932178608569&rtpof=true&sd=true>
- Revised 2022 Operating Procedures =
https://docs.google.com/document/d/1_gH_QDXChQ86bnTz3NJhgAB0JAHXc9RT/edit?usp=sharing&oid=114903089932178608569&rtpof=true&sd=true
- Updated 2022-23 Workplan/Budget =
https://docs.google.com/spreadsheets/d/1RI-6Uj_z49fwYGKwrYKsnV3V9leIYyB6/edit?usp=sharing&oid=114903089932178608569&rtpof=true&sd=true
- Article: [Development through Games and Play](#)
- Risdall report: Clicks to Referral Oct. – Dec. =
https://docs.google.com/document/d/1ZzRjwWmhNVsm8H4xokzV3Jrfj4wRVFuRy_k-iqIDy3o/edit?usp=sharing
- Eligibility- Referral Data 2022 Final Chart:
<https://docs.google.com/spreadsheets/d/1tKT4dCmfg2s2d7WuthnPGUyibgZRsaoy/edit?usp=sharing&oid=114903089932178608569&rtpof=true&sd=true>
- Referral Form Suggestions – shared doc:
https://docs.google.com/document/d/15R4O1Reqx5RXMI_2iN1yPIhaP5ero16IPRYleB4soRM/edit?usp=sharing