

Region 11 IEIC Workplan 2023-2024

Final 6/26/23

IEIC Chair/s: Jayne Cox-Lindsey & Cherene Newman						
Region: 11						
Goal #1 What do you want to achieve this year?	Activity/Deliverable What will you do to achieve the goal?	Measureable outcome How will you know the goal is achieved?	Timeline for each activity/task	Optional: Which entity is responsible for the activity (i.e. state partner, IEIC, local stakeholder, etc.)?	Estimated Budget Allocation	Evaluation: How much did we do? How well did we do it? Is anybody better off? (to be completed throughout the year and submitted with 2021-2022 work plan)
<b>Equity Goal: Build relationships with community organizations serving families from all cultural and marginalized community populations in order to develop appropriate child find and public awareness strategies.</b>						
	1. Contract with UMN- LTSAE staff and cultural Parent Connectors to provide HMG awareness to all communities; with emphasis on low income families, marginalized communities and those in the child protection system.	Parent Connector presence is expanded to include and reach into more communities. Annual collaborative reporting includes varying types and degrees of in-reach activities.	July 1, 2023 thru June 30, 2024	IEIC staff, Parent Connectors, UMN - LTSAE staff	\$44,000.00	ECSE disaggregated referral data.
	2. "Build capacity" around cultural competence and/or implicit bias and these effects on the IEIC work.	Conduct an "equity audit" to guide some areas of need for the IEIC and plan supports for further learning.	July 1, 2023 thru June 30, 2024	IEIC Staff, Chair, Co-Chair and Past Chair of the IEIC, IEIC membership	\$1,150.00	Members of the Region 11 IEIC understand the outcomes of the Equity Audit and the potential for improving the work from a more equitable lens.
	3. Expand translated materials and resources based on input from constituents and families.	Translations completed for additional materials and website content.	July 1, 2023 thru June 30, 2024	Contracted translation, MDE staff & IEIC staff, Risdall Marketing	\$4,000.00	ECSE referral data by race/ethnicity. Parents from varying home languages and cultures feel informed.
<b>Goal #1 Budget Total:</b>					<b>\$49,150.00</b>	
Goal #2 What do you want to achieve this year?	Activity/Deliverable What will you do to achieve the goal?	Measureable outcome How will you know the goal is achieved?	Timeline for each activity/task	Optional: Which entity is responsible for the activity (i.e. state partner, IEIC, local stakeholder, etc.)?	Estimated Budget Allocation	Evaluation: How much did we do? How well did we do it? Is anybody better off? (to be completed throughout the year and submitted with 2021-2022 work plan)
<b>Provide information in multiple languages and formats, to parents professionals and stakeholders on the stages of child development (keeping in mind the difference in cultural expectations), the impact of early intervention, the resources</b>						
	1. Contract with marketing firm to assist with website updates; develop and run ads on Google, social media, You Tube and other venues.	Ad agency report on the impact and outcomes of each advertisement platform.	July 1, 2023 thru June 30, 2024	Risdall Marketing, MDE staff, IEIC staff, Parent Connectors	\$60,500.00	Data from marketing firm & MDE Google analytics on user views. Information from referrals on people reached who need services.
	2. Research current parent populations and provide insight on the most effective means for distributing information to this generation.	Survey parents to ensure we are sharing information in the most effective and consumable manner.	July 1, 2023 thru June 30, 2024	IEIC Staff	\$3,000.00	Campaign goals reflect the needs of the parent populations we serve.
	3. Print & mail/ship HMG resources for outreach to clients within Region 11.	Track number of resources printed and ordered.	July 1, 2023 thru June 30, 2024	IEIC Staff, Print vendors, Shipping, Packet Assembly	\$200,500.00	ECSE referral data for Region 11.
	4. Outreach on parenting topics through community sources. Seek out and contract with parenting support organizations who have platforms that educate families on development and resources: County Food Shelves, Mom Enough, Agencies and organizations who support families experiencing incarceration, refugee and immigrant health, Native American health and education, Somali family supports, FFN Networks, families without stable night time residence (homeless), child, youth and family mental health.	Report of activity and impact of focused advertisement, presentations, partnerships, and/or podcast recordings.	July 1, 2023 thru June 30, 2024	IEIC staff and contracts	\$20,000.00	Data from contractees about the impact of outreach activities and events. Feedback from parent surveys.

**Region 11 IEIC Workplan 2023-2024**

	5. Contract with Risdall Marketing to prepare a postcard (with QR codes) to use in mailings to clinics/NICU hospitals, licensed childcare centers, libraries, homeless organizations, mental health providers, ECSE & ECFE programs, early childhood screening programs, child protections programs, public health WIC & CT&C programs and other agencies connecting with families of children ages birth - five.	Results of postcard or e-mail campaign increase awareness of HMG materials, resources, website and school based services.	July 1, 2023 thru June 30, 2024	Risdall Marketing, IEIC staff	\$3,000.00	Obtain feedback from constituents.
	6. Attract diverse membership for the IEIC through intentional activities.	Expand the IEIC membership and support a communication loop between membership and the groups each are representing. Continue semi-annual communication letter and add time on the various agendas for feedback from the expanded groups represented on the IEIC.	July 1, 2023 thru June 30, 2024	IEIC Staff and IEIC Membership	\$4,150.00	Parents and professionals represented on the IEIC have a place to add their feedback on the work of their representatives and the annual workplan.
				<b>Goal #2 Budget Total:</b>	<b>\$291,150.00</b>	
<b>Goal #3</b> What do you want to achieve this year?	<b>Activity/Deliverable</b> What will you do to achieve the goal?	<b>Measureable outcome</b> How will you know the goal is achieved?	<b>Timeline for each activity/task</b>	<b>Optional: Which entity is responsible for the activity (i.e. state partner, IEIC, local stakeholder, etc.)?</b>	<b>Estimated Budget Allocation</b>	<b>Evaluation: How much did we do? How well did we do it? Is anybody better off? (to be completed throughout the year and submitted with 2021-2022 work plan)</b>
<b>Increase the number of children ages 0-5 who are referred, and increase the percentage of children who qualify for Early Intervention services to match the statistical expectations.</b>						
	1. Focus outreach to Health Care Providers, NICU staff, Mental Health/Rehabilitation Center staff, Child Care Providers, Early Childhood Educators, Child Protection Staff, and Parents (including Adoptive and Foster parents).	Modify the "on-demand" medical personnel training video or provide an on site training for childcare staff, WIC, Head Start, Early Head Start, non-profit family support organizations and parent groups.	July 1, 2023 thru June 30, 2024	IEIC staff & committee members, contracted video personnel	\$23,500.00	Collect ECSE referral and eligibility data from the 47 metro area school districts. Analyze data for # of referrals versus # of children who qualify for Early Intervention.
	2. Add electronic options to clinic and hospital campaigns.	Connections are made with communication departments. Share Medical Professional Training Video and request spotlights on waiting room T.V. monitors.	July 1, 2023 thru June 30, 2024	IEIC staff.	\$10,000.00	
	3. Present about early development and HMG to providers and parent groups, and attend outreach events.	Develop and provide outreach using in-person and on-line presentations. Set up live and virtual HMG expos for events.	July 1, 2023 thru June 30, 2024	IEIC staff, Parent Connectors, Exhibit Fees, Mileage	\$21,167.77	Analyze data for # of referrals where parents cannot be reached and/or decline school support.
	4. Provide training funds to constituents and culturally specific partners who present Help Me Grow - development and resources information to families.	Establish an application process to apply for training funds to support community partners to provide public awareness to cultural communities and Tribal Nations. List the recipients of training funds.	July 1, 2023 thru June 30, 2024	IEIC staff & community partners.	\$3,500.00	Review of evaluation forms from attendees who attend funded trainings.
				<b>Goal #3 Budget Total:</b>	<b>\$58,167.77</b>	
<b>Goal #4</b>	<b>Activity/Deliverable</b> What will you do to achieve the goal?	<b>Measureable outcome</b> How will you know the goal is achieved?	<b>Timeline for each activity/task</b>	<b>Optional: Which entity is responsible for the activity (i.e. state partner, IEIC, local stakeholder, etc.)?</b>	<b>Estimated Budget Allocation</b>	<b>Evaluation: How much did we do? How well did we do it? Is anybody better off? (to be completed throughout the year and submitted with 2021-2022 work plan)</b>
<b>Establish and provide statewide (Regions 1-11) communications.</b>						

**Region 11 IEIC Workplan 2023-2024**

	1. Provide statewide marketing oversight for HMG website, Facebook, Instagram to focus on Minnesota statewide demographics.	Contracts in place with marketing firm and Parent Connectors for culturally relevant posts and translations on the website.	July 1, 2023 thru June 30, 2024	Risdall Marketing, IEIC Staff, Parent Connectors.	\$60,000.00	Data report from marketing, website performance and social media engagement specific to Regions 1-10 families.
	2. Provide oversight to develop, print, and ship HMG resources statewide (Regions 1-10).	Track number of print resources ordered, shipped, invoiced, and paid.	July 1, 2023 thru June 30, 2024	IEIC Staff.	\$15,000.00	Track number of print resources ordered. Analyze resources requested most often Regions 1-10.
				<b>Goal #4 Budget Total:</b>	<b>\$75,000.00</b>	
<b>Fiscal Host costs</b>	Indirect 8%, Office/Storage rent, Copier & Mail machine, Tech Support, Communications			BrightWorks	<b>\$55,500.00</b>	
				<b>Total Allocation Budget:</b>	<b>\$528,967.77</b>	

<b>Our region hires a coordinator as a part of our IEIC budget</b>	Yes	<b>Estimated Carry-forward Dollars of \$35,000.00 and Estimated Revenue of \$35,000 from Regions 1-10 orders will be used for the following activities that cannot be fully funded by the FY24 Federal Allocation:</b> 1) Goal 1, Activity #1 - Contracts with Parent Connectors 2) Goal 2, Activities #1 & #5 - Contract with Risdall Marketing 3) If needed, Goal 2, Activity #3 - Printing
<b>FFY2020 Evaluation data is being submitted with this work plan</b>	Yes	
<b>Our region contracts for outreach support</b>	Yes	
<b>This is our final workplan</b>	Yes	
<b>IEIC Chair Signature</b>	Jayne Cox-Lindsey	
<b>Date</b>	6/26/2023	