

# Region 11 Help Me Grow Interagency Early Intervention Committee (IEIC) Meeting Notes

On Site at 2 Pinetree Dr. Arden Hills, MN.

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

**Date:** May 8, 2024

**Time:** 12:30 – 2:30 pm

**Committee Past Chair:** Judy Swett

**Chair:** Jayne Cox-Lindsey

**Vice Chair:** Cherene Newman

**Members Present:** A. Mimm, B. Burnham, C. Newman, C. Rodrigues-Henderson, D. Nagel, H. Corbett, K. Cromie, M. Forsberg, M. Kioga, M. Lund, M. Thell, M. Torgerson, L. Schmidt, P. Adams (for Corinna G.) R. Heiland, S. Contreras, S. Sekhon,

**Members Absent:** A. Berge, A. Wazlawik, C. Fashaw, C. Granner, (sent a sub) D. Gerardy, E. Norwick, J. Ritter - Retired, J. Cox-Lindsey, J. Swett, J. Zahrte, M. Bedor, S. Schmit

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

## Topics

**Introductions** of those in attendance = Cherene Newman

- **Housekeeping** items lead by Cherene Newman
  - Approval of May 8, 2024 – agenda
    - Motion: Peg Adams
    - Second: Meg Thell
    - Vote: Approved
  - Approval of Feb. 14, 2024 Meeting Notes
    - Motion: Monica Torgerson
    - Second: Marilyn Forsberg

- Vote: Approved
- Nomination of 2024-25 IEIC Co-Chair:
  - Names of Nominees: Meg Thell
  - Motion to approve new Co-Chair: Mara Lund
  - Second: Lori Schmidt
  - New Co-Chair = Meg Thell
- Approval of new Ramsey County Representative to replace December Brakefield.  
The IEIC voted to keep the meetings less formal. To use Robert's Rules of Order only as required.
  - Motion to approve Hannah Corbet - Bridget Burnham
  - Second - Kathy Cromie
  - Hannah Corbett approved as new IEIC member.
  - Anna informed the group that she will be meeting with someone from MESH - Carla Schweich to see if she is a fit for the IEIC representative position for those experiencing homelessness.
- **Legislative Update:** Marilyn Forsberg  
Marilynn shared some of the issues being considered at the Legislature, but certainly not an exhaustive list. These proposals are in both the Senate and House bills.
  - increase the number of Voluntary prekindergarten slots in FY25 from 7,160 participants to 12,360
  - Increase the school lunch and school breakfast aid appropriation in fiscal year 2025 to pay the state aid costs attributable to additional voluntary prekindergarten seats.
  - Authorizes a school district school-age care program to provide services to prekindergarten students enrolled in the district.
  - Beginning in fiscal year 2025 provides up to 2 percent of the Head Start state appropriation for administrative costs.
  - Extends the availability of fiscal year 2024 early childhood curriculum grants.
  - Directs the commissioner to implement a process for transferring scholarship awards between programs when initiated by a scholarship recipient.
  - Provides appropriation to the Intermediate School Districts to train teachers to become Special Education teachers.

Marilynn mentioned several other proposals which I thought were interesting but these are the ones that I am familiar

with that relate to Early Ed and Special Ed.

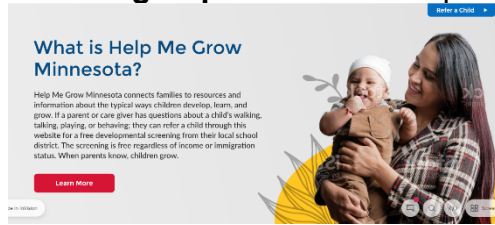
Cherene added that the Adaptive Assessment was added and will be accepted starting on July 1.

- **Translated Referral Forms:** Project is complete and translated forms are up on the website. Currently, Region 11 is collecting data on the use of each language form in addition to tracking the use of the original English language forms. Tracking on the translated forms started April 11, 2024

## **2023- 2024 Work Plan and Budget Status Report**

- New BrightWorksMN- [BrightWorksMN – Region 11 Webpages](#)  
Anna reminded the committee that the catalog of resources and order forms are on the BrightWorks website along with information about IEIC meeting dates, meeting notes and the IEIC Chair, Co-Chair and Facilitator information.
- Articles – [Current list of Articles on HMG Website.](#)  
After a review of the most frequently “googled” topics and the most visited article on the Help Me Grow website, Anna and the Risdall team decided to write a companion article to “Baby Milestones: When Do Babies Sit Up, Roll Over and Crawl.” The new article is called “Baby Milestones: When Do Babies Babble, Say a First Word, Use a Short Sentence.”
- Mom Enough podcasts scheduled for 2023-24  
Anna informed the IEIC that the final Mom Enough podcast of this workplan is recorded and will air on May 24th. Susan Beaulieu an ACE Interface Master Trainer who will share the impacts of unresolved individual, ancestral and collective trauma and share strategies to support healing with children and families.
- Postcards with QR Codes ready to be sent to over 2000 contacts. Anna, Kathy, and Sarah shared that the postcard goal has been met.
- The Childcare Professionals Training Video is completed and will be distributed after it has voice and captions added. [The Referral Process: A guide for staff in the child care community](#)
- Electronic Options to Clinics and Hospitals – Little Moments Count - no progress on this goal.
- Anna said that three more are being prepared on the topics of language and cognitive developmental milestones to the [Current list of Bumper Ads.](#) These ads are id development.
- Parent Connector update: We added a new Connector = James Ken and we will add two more in July (one who identifies as Somali and one who identifies as Latine). Anna pointed to [Activities and Presentations July 2023-Feb. 2024](#) that the Connectors are doing in their communities. A highlight has been the monthly FB Live events. To date they have hosted 3 in Spanish 1 in Hmong and one for the African-American parent.

- **Marketing Reports:** Website update was put on HOLD by MDE until the move to DCYF.



Anna reported from the Risdall team report: This is the [“Paid Media” report](#) results and recommendations. The goals of paid media:

- grow awareness among audience - low income parents and influencers of children zero - five.
- drive traffic to HelpMeGrowMN.org

Executive Overview of report:

- Help Me Grow’s search, display and video campaigns resulted in a large increase in brand awareness with a 79% increase in impression volume. We also drove traffic to HelpMeGrowMN.org with 11,200 clicks to the site.
- Help Me Grow has become a valuable resource for parents concerned about their children’s development as indicated by the clicks on our Google Search ads for searches around baby milestones.
- Help Me Grow is reaching parents who may have a need, but may not know where to go for help. We have achieved this by proactively reaching out to our parent audiences via the Google Display Network (sites and apps) and video ads on YouTube.
- In addition to these big wins, we very likely influenced the 25% increase in branded search traffic to the website that were not directly from ads. (Searches for help me grow mn, “help me grow referral,” etc.)

Recommendations:

### **Display**

- Add new photos to avoid creative fatigue (when a user sees an image too many times).
- Refine audience targeting by building additional custom audiences and analyzing their performance compared to the existing audiences.

### **Search**

- Continue optimizing towards top performing keywords and filtering out irrelevant search queries.

- Continue optimizing towards top performing headlines to increase search CTR.

### **Video**

- Expand on audiences for community-focused campaigns. Create audiences for common apps or websites (Google Translate, Bibles, etc.)
- Create more short, 6-second bumper video ads and 10- to 15-second video ads to mix in to campaigns, to avoid creative fatigue.

The report includes the number of clicks that lead to a referral.

- February:
  - Parent Form: 979
  - Professional Form: 1782
  - Family Form: 123
- March:
  - Parent Form: 947
  - Professional Form: 1573
  - Family Form: 118
- April:
  - Parent Form: 1037
  - Professional Form: 1684
  - Family Form: 113
- Data from Translated Form: NOTE - data collection did not start until April 11, 2024
  - Parent: Spanish = 7 Hmong = 1
  - Professional: Spanish = 1
  - Family: Spanish = 3 Somali = 2

- **2023-24 Budget Report** - Kathy McKay reported that we are on track with the budget. Region 1-10 have ordered more than expected and nearly doubled the revenue we were expecting. Kathy reported that MDE informed us that we can keep carry forward dollars and use them first in the next fiscal cycle. Allocations for the 2024-25 fiscal year will be the exact amount as this past cycle.

## **2024 – 2025 Workplan/Budget Activity**

### **New ideas generated from “World Cafe” activity.**

- Goal 1:
  - Continue to increase awareness and outreach of homeless populations to gain an understanding of what district will reach out after the referral.
  - Consider adding P.D.on screening environments. Does the environment support the family culture.
  - Increase distribution of materials with the Indigenous parents. All Nations Rise can be a conduit.
- Goal 2:
  - Expand public awareness campaign materials to where cultural people are. (ex. Afro Deli, Amazon)
  - Review selection of Risdall. Is their staff engaged in culturally responsive marketing.
- Goal 3:
  - Create a short lesson/ verbiage for an ECFE parent education class about help me grow/help me connect, what services are and what happens after referral for children under 3.
  - Work with DCYF to make Help Me Connect a point of triage instead of the screening process.
  - Expand awareness of conditions known to hinder to various stakeholders, including parents (thinking things that are more prevalent now such as ear infections and traumatic brain injury)
  - Increase public awareness of the impact of screen time. Define “within moderation” and the impact of screens before age 3.
- Goal 4:
  - Continue to support Region 1-10 with materials and online marketing.
  - Engage in a discussion about boosting posts to each demographic area according to need. (include price for boosting posts)

*Motion to Adjourn:* Marilyn Forsberg

*Second:* Dana Nagel

*Vote:* Meeting adjourned at 2:35

**Since the IEIC Meeting:**

Recruited Carla Schweich - Coordinated Entree Planner from MESH (MN. Engagement, Shelter & Housing) to be our representative from the Homeless Community.

## Resources and Links:

- May 8, 2024 Agenda = [05-08-24 Region 11 Agenda.docx - Google Docs](#)
- February 14, 2024 Notes = [Feb. 14, 2024 Region 11 Notes.docx - Google Docs](#)
- BrightWorks IEIC Web Pages = [BrightWorks - Special Education, Region 11 IEIC Project \(brightworksmn.org\)](#)
- Help Me Grow MN Articles = [Child Development Articles and Resources in Minnesota | Help Me Grow MN](#)
- Help Me Grow MN Video for Childcare Professionals. [Childcare Provider HMG Video Version 2 \(canva.com\)](#)
- Bumper Ad list = [Bumper Ad Links.docx - Google Docs](#)
- Help Me Grow Connector Events/Activities= [Presentations from July 2023 – July 2024.docx - Google Docs](#)
- Paid Media Risdall Report: [Help Me Grow MN Region 11 Annual Report - July 1 2023 - April 30 2024 \(1\) \(002\).pdf - Google Drive](#)
- Feb -April 2024 Clicks to Referral report = [Help Me Grow MN Region 11 Website Goals February 2024 - April 2024.pdf - Google Drive](#)

Region 11 IEIC Work Plan Budget – 2024-25