

REGION 7W IEIC  
MINUTES  
MARCH 13, 2014

1. WELCOME/INTRODUCTIONS

Call to order at 9:05

Present: Alicia Jepsen, Makayla Wijeratne, Rebecca Rydbom, Marcia Schlattman, Janet Reigstad, Nicole Ruhoff, Christine Landherr, Bev Beckstrand, Karen Jorgenson-Royce, Laurie Ostwald, Beth Hoeg, Jill Eickhoff, Maura O'Connor, Debra Swanson, Jodi Leraas

Kathy Landwehr will no longer be serving on the IEIC for Sherburne County Public Health. Bev Beckstrand will be taking her place. Welcome Bev!

2. APPROVALS

- a. Agenda  
**MSP** Christine Landherr/Maura O'Connor
- b. Minutes January 9, 2014  
**MSP** Maura O'Connor/Laurie Ostwald

3. FINANCIAL/BUDGET UPDATES

- a. Financials Update  
Cindy Wagner was unable to attend the meeting but provided Alicia with the Budget worksheet.  
Motion – Maura and Christine
- b. EXPENSES (**attached**)  
**Public Awareness Coordinator** - \$1919.58 to Child Care Choices for Salary/Benefits, mileage, office expenses from 12/1/2013-1/31/2014  
**Public Awareness Print Materials** - \$450.00 to Metro EXCU for developmental wheels; \$200.00 to Metro ECSU for English Brochures  
**Public Awareness Advertisements** - \$2095 to All Over Media for indoor ads; \$2035 to All Over Media for indoor ads  
**Public Awareness Resource Fair** - \$50.00 to Child Care Choices for registration fee to Autism Allies event; *(It was noted that the Booth for Project Homeless Connect for \$25.00 should be moved from Child Find Training Events to Resource Fair)*  
**MSP** – Maura O'Connor/Christine Landherr
- c. Alicia noted that there will be **NO CARRY OVER** allowed this year. That leaves the estimated remaining amounts to be spent in each category based on what we expect to already be encumbered.  
Public Awareness Coordinator - \$10,000  
Print Materials - \$9,000  
Advertising - \$7,000  
Exhibit Materials - \$1,400  
Child Find Screening Tools - \$13,000  
Training Events - \$4,000  
Registration Fees – \$1,900  
Unallocated - \$15,000  
TOTAL - \$61,300

Ideas were generated as potential spend down possibilities

1. OAE equipment - about \$4500 each (**Alicia Jepsen** will check with Kelly at MDE about whether this would be an approved use of our funds or not)
2. Training on the use of the OAE equipment

3. ASQ & ASQ-SE Training (**Cindy Wagner** will let us know if we can use dollars for food for participants)
4. Children's books w/IEIC sticker on it (firstbooks.com might be a source for inexpensive books)
5. Brochure holders for event booths

**Makayla** will email the full committee to seek other ideas. She will also look at past brainstorming work for ideas. She will bring ideas and prices to the May meeting so final decisions can be made.

#### 4. OLD BUSINESS

##### a. PROJECT HOMELESS CONNECT

-Barb Wagner with Dist 742 provided the following information

-200 came through – increase over previous years

-Nice to use number to get haircut and phone so didn't have to stand in line – helped a lot – 70 haircuts – Cost Cutters – would love to come back – 60 cell phones – MNSure apps and Navigators helped to get through on-line – 34 signed up – 8 treated by doctor – 16 immunizations – Walgreen's

-Next year – more vendor's/services – maybe Early Childhood Screening and tax prep

-It was held during spring break – may not be best time as parent's might have been less willing to come with 'all' their children, Family Planning Counseling, Eye checks & glasses (Lion's)

-Funding – TriCap, UW, Stearns County, CentraCare – some businesses also support – community awareness

-Bussing from Western Stearns County – 5 or 6 communities was new this year

-Is there benefit in having elected officials attend – to hear first-hand stories

-Advertising – shelters, motels, radio, community partners– should also advertise to ECSE/Schools

-Every school has to keep track of homeless students

-This might be a good place for give aways geared to young children i.e. cups, book, etc., with HMG logo printed

-Dental is a huge need – retired or willing to give back to community – were there the first year but not the last 2

-Alicia suggested other district homeless coordinators should feel free to connect with Barb with questions, ideas

-Doorprizes this year – bus passes, grocery vouchers, etc.

-What can other districts do to connect with this event as well

##### b. ASQ Training UPDATE

The training will be the 2<sup>nd</sup> week of May. Shawn Holmes will do the training and it will be open to all staff at our agencies.

**Jill Haak** will work with Shawn on the length. Jodi Leraas has reserved space at the Stearns County West Service Center. There will be no cost for the space as long as some Stearns County staff are in attendance.

Other costs – can we pay for food, do agencies need updated ASQ kits

##### c. FUNDING REQUEST FORM (JANET/ALICIA) – Not yet completed

##### d. REPORT BACK FROM VENDOR/BOOTH OUTREACH AT POTPOURRI AND PROJECT HOMELESS CONNECT FAIR

**Potpourri Conference** – Hottest ticket item was chapstick and pizza cutters – maybe ideas to use as give aways with HMG logo

-Teen track – came through vendor fair – good experience

-Many people stopped at our booth – materials didn't come until 3 days after – Makayla had put together display – found it very effective to connect with other vendors at well

-Heard great things from participants – really liked the speakers

-Note see Cindy's report (**attached**)

**Homeless Connect** – see notes above

## 5. NEW BUSINESS

### a. OUTREACH COORDINATOR UPDATES

Makayla previewed new items – photo magnets, post it notes, other magnets not available as there was a mix up but they should be coming soon, banner, table runner & table cloths. Those in attendance can pick up items for their use at the end of the meeting. If you were not at the meeting or need more please connect with Makayla.

### b. STATE UPDATE FROM CONFERENCE CALL (ALICIA)

-February 19, 2014 – **Alicia** will send report

-Website Transition – there was a reminder to use helpmegrowmn.org rather than Parents Know

-No Carry over dollars

-We will have to resubmit our budget to Kelly for approval if we make any big changes from what we have proposed

### c. STATE NATIONAL HMG UPDATE

Alicia provided the following:

-No decision yet from the state

-No big red flags have yet come up

-90% of summit participants who responded said we should move forward

-Will involve IEIC's in process if we do move forward

-**Alicia** will forward email minutes from the conference call

-1 year would be time for technical assistance planning prior to implementation

-MN is unique because we have IEIC system in place

### d. DATA REPORT FROM REFERRALS

-Makayla shared information she gathered from sites (**attached**)

-What is the goal? Are we reaching it? As a Region? As an individual district?

-The latest targets are from 2011-12. They are based on school census of the 0-5 population and are .88% of Birth to 1 Year Olds – Statewide target is based on national targets

-Have we met it or not? We can get it per district – Lisa Backer can do this – MDE recently sent out an email asking for what we would like (Ask Makayla about this)

-**Alicia** will get more information to have at our next meeting

-Survey of Well Being of Young Children – tool that CentraCare is considering

### e. EARLY CHILDHOOD SCREENING (If time allows) - tabled

Alicia has a report of hits on the HMG website from July 1, 2013- Feb 18, 2014. There were 19,803 hits which means visits not referrals. It is broken down by site and **Alicia** will forward this as well.

## 6. AGENCY UPDATES/NEWS

-Autism Resource Fair in Wright County is coming up. There are usually 500-600 people who attend

-Celebrate Event in Sauk Rapids coming up April

-Wright County did a power point presentation to their Board and will share with group (**attached**)

-Early Childhood Screening info went out in Sherburne County in newsletters

-Makayla is going to a child care center in Foley as well as to Stearns County to do presentations about HMG

-Send information to Makayla about events as you hear about them. If you are planning to attend please let her know that as well.

-The 90 day timeline for Early Childhood Screening for Early Learning Scholarship participants is causing some issues, but staff is working with families to assure it doesn't interrupt their scholarships.

-Marcia will forward information on Parenting Partnerships Training sponsored by Thrive (**attached**)

## 7. NEXT MEETING

### a. MAY 1<sup>ST</sup>, 2014 AT ROOSEVELT 9:00 – 12:00

Adjourn –

**MSP** Maura O'Connor/Christine Landherr at 11:25