

# Region 7W IEIC

## Meeting Minutes

April 13th, 2023 1:00-3:00 PM (in person with virtual option)

### Milestones formerly Child Care Choices

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[www.milestonesmn.org](http://www.milestonesmn.org)

1. Welcome and Introductions (quorum 13 members): Makayla Wijeratne; Janelle Ortiz; Marcia Schlattman; Brittany Pfannenstien; Blake Schaaf; Annie Newville; Linda Wharram; Chastity Jacobson; Sarah Coltvet; Jodie Dhooge; Christina (Sherburne Cty); Lindsey Zerbes; Christine Landherr; Jennifer Vandevord; Kimberly Andres; Theresa Evans
2. Approvals
  - a. Minutes: February 2<sup>nd</sup>, 2023- **Annie Newville motioned to approve the minutes....Christine Landherr 2<sup>nd</sup>....Motion Approved**
  - b. Agenda (any additions)- Christine Landherr added Case Manager Assignment to new business
3. Financial/Budget
  - a. Expenditures- Janelle went over the financials provided by Benton/Stearns Ed District. Marcia noted that there are 4 months that will still be billed for the Public Awareness Coordinator position. Northern Sherburne Wright will be the new fiscal hosts starting July 1, 2023.
  - b. Request for Funding (review any submissions received)
    - Up to \$2,000.00 with Region 11 to purchase needed materials for summer outreach (wheels, age 1 books, brochures, stencils)- **Last day to order May 1**
    - Up to \$2,000.00 with EPromos to purchase materials to hand out this summer at events (Frisbees-\$1.15 BeachBall-\$1.55 Bubbles-\$1.75 Bandage Holder-\$1.21)
    - Up to \$5,000.00 with LaRaza Radio for latino campaign for summer
    - Up to \$1,500.00 with Xidig TV to run the add again in August
    - **Janelle Ortiz motioned to approve the above requests \$11,500.00 \$1,100.00 from training to printed and \$5000 to public awareness campaigns....Annie Newville 2<sup>nd</sup>....Motion Approve**
4. New Business
  - a. Updates from Public Awareness Coordinator-Makayla.  
Fairs and Expos
    - April 1<sup>st</sup> Baby Expo- great attendance...handed out 250+ materials
    - Big Lake ECFE in Park- Events are held twice a month at various parks June, July, and August. Makayla is planning on being in attendance at least once a month to hand out materials.
    - Summertime By George- June 14, 21, 28 July 12, 19, 26 Aug 9, 16. Cost \$30/night. 400pm-900pm. Band Lineup posted April 20<sup>th</sup>.

- If anyone knows of any family events happening in the summer, let Makayla know so she can follow up and see if we can get in.

#### Billboards

- No current campaigns

#### Epromos

- Nothing purchased since last meeting

#### Social Indoor Advertising

- No current campaigns

#### Region 11

- We are running low on several items. Please reach out to Makayla if you need anything but we will probably not be able to get things back into stock until May/June.

#### First Books

- Still books in stock at Milestones office. Stop by and grab what is needed.

#### Risdall

- Report was emailed out on February 8<sup>th</sup>. Overall, the campaign is still doing well. The only suggestion was that if we wanted to switch anything up we could consider moving over to YouTube. One region has done and has a video we could start with. They are doing well on that platform.

#### Xidigtv.com

- No current campaigns

#### Radio

- La Raza Radio- 30 second ads start at \$25.00 and go up to \$49.00. Rates depend on time of day they are broadcasted and whether it is weekday or weekend. Sponsorship ads are 15 second intro and 15 second outro at \$49 per weather or traffic report. They will run the campaign as many months as we'd like. They will work with us to create a customized campaign.
- b. Implicit bias work- Makayla- The first several meetings were around creating a survey that agencies can use to gauge DEI in the workplace. There will be one created specifically for IEIC use but that is not complete yet. We have just started the 15 month DEI specific work that will cover five levels of equity: Individual, Interpersonal, Institutional, Community, and Systemic. We will be given a syllabus along with homework after each session but that has not been distributed yet.
- c. Outreach events attended by IEIC members? **Please remember to note if you or anyone hands out HMG resources at any county fairs this summer.**
- d. Indigenous and/or tribal representation on IEIC (updates?) Every group statewide is struggling with this piece. Region 7W does not have any tribal organizations within our area.
- e. State Updates
  - i. State IEIC Monthly Calls: 3<sup>rd</sup> Monday of the month from 9-10 AM. (if you want to join, email Lindsay and she will forward your request to Cat)- Lots of open forum discussions and talk with equity. Discussion about the possibility of the new Children, Youth, and Families and possibilities of why this might be proposed. Stake holders were feeling like they were not at the table to discuss before these changes were proposed.

- f. Data Sharing from School Districts-Referrals- Sarah Coltvet is retiring as of today and there will be someone from WCED who will participate on the IEIC. Marcia shared the google docs and referral numbers were covered. A few districts noted an increase in parent referrals and child care educators talking to families and encouraging a referral.
  - g. Referrals/Collaboration with CentraCare- Has a mobile wellness van that has been going out to underserved communities to talk about well visits and vaccinations. Doing some connections with IDH providers.
  - h. Training for IEIC's discussion- Rosemarie Allen training will be \$7,500.00 if held virtually in the summer. Makayla reached out to Cat to ensure that we could use this as expense. She requested more information/outline of the training. I requested that from Rosemarie's team but have not heard back. Did a follow-up email. This is going to be pushed back to Fall. Sarah C brought up a discussion about hosting a refresher or training or video that explain what the IEIC does, purpose, what it does, who should participate, etc. Should we be recruiting members, and who? Who's missing? Stearns Public Health; St. Cloud Schools, Buffalo Schools, Parent, Reach Up Head Start, County Commissioner, Benton County Public Health. More discussion in Fall meeting for recruitment.
  - i. Replacing Sarah and Lindsay as co-chairs- Lindsay will stay on as chair. Wright County will ask Lisa Maschino from Benton Stearns Ed if she's interested.
5. Case Manager Assignment (Sherburne County)- Due to an increase Sherburne county has come up with a new policy and procedure to serve families. When families want to access either Christine or Christina from Sherburne County and they will now be having everyone go through the referral department. This will help better track and serve.
  6. Agency Updates/ Training Opportunities
    - New national standard for ECSE teacher preparation will be implemented as of 2025. Looks like everything in MN standards was already being covered in current curriculum.

Next Meetings held at Milestones or virtually (or hybrid option): **Schedule meetings- 2<sup>nd</sup> Thursday would be September 14; December 7; February 8; April 11.** Commit that the first and last meeting of the year (September & April) will be in person/hybrid and other two will be virtual.

7. Adjourn- **Christine Landherr motioned to adjourn....Annie Newville 2<sup>nd</sup>....Motion Approved**