



IEIC Region 8 Meeting Minutes
Pizza Ranch Slayton, MN
03/12/2024
12:00 – 2:00 pm

Members Present: Kelly Konechne, Shari Dean, Hollie Pater, Melanie Kuhl, Elvia Brinks, Emily Hoffman, Lisa Dean, Sara Zins, Channing VanOverbeke, Michelle Niehus, Anne Shelton, Ashley Tharp, Jessica Marlow, Ramy Vandendriessche, Patty Linder, Students: Olivia Mickelson, Alexandra, Kailey Forest, Abby Nelson, Heather, Grace Heiberger, Samantha W.

Agenda Approval: Changes: Date to March 12, State Updates Added, ACES Sign-up Update
M- Pater/S- Dean /P- All in Favor.

Minutes Approval from 11-28-2023: M- VanOverbeke/S- S.Dean /P- All in Favor. No changes or discussions.

Member Introductions and Sharing: Welcome to the new members, students and subs! We appreciate everyone taking the time to attend and spreading the word about HMG.

State Updates:

December (MOM) 2023 – No Attendance.

January (MOM) 2024– Was open house style. Spoke shortly about DCYF (Department of Children Youth and Families) and how it'll happen. Still not much clarity about the overall transition- a lot of questions from everyone. It'll take time. They are hoping families will not notice any disruptions and the shift is smooth. We spoke about terminology- using “enrich versus outreach”, “connection versus referral” not using “stakeholder”. Puts up an immediate barrier. Families are inviting us in. We need to use our position of power to work for change. There have been an excessive amount of referrals. It's a good problem, but need more teacher and the partnering. Thinking outside the box on how to help with this flow. Spoke about each of our IEIC's ideas we've liked: books, carseat programming, milestone magnet, frisbees, bubbles, social media- utilizing each others contracts and current ads with Risdell Marketing, mass text (have utilized it with the exit survey and received dramatic response rates), “Help Passport”, Think Small. Also talked about the different cultural milestones based on development.

February (MOM) 2024- Margo Chresand with MDE spoke about the screening marketing toolkit. There are currently 6 screening tools. Child and Teen Checkups, Early Childhood Screening, Follow Along Program, Headstart and , Family home visiting, Child Welfare/Child Protective Services. <https://www.health.state.mn.us/people/childreneyouth/ctc/devscreen/programs.html>. This will be one area that can be utilized by everyone. Trying to gather feedback

for creating this and what works. We spoke about the HMG branding/color recognition. By May this should all be sorted out and we will be notified. Trying to work on a central system, but challenges include Hipaa/Ferpa, funding, permissions, automation across providers, etc.

Equity Training for State IEIC's – DeBoer is the Region 8 representative for this training, but was absent today to give an update.

Old Business:

1. New Members- Welcome everyone! We have 6 new members and are very excited to have everyone involved. We are continuing our search to increase membership in all counties, school districts, and required agencies. Top areas needed are Community members and Lower Sioux. If anyone has direct contacts, please make a warm introduction with Konechne as the facilitator.
2. Bags for Food Shelves- Konechne gave an update on the order. We ordered 2,000 bags and we have had some difficulty with the arrival date. We hope to distribute them at the April meeting, but it sounds like they won't arrive until mid May. We will need help distributing those to local food shelves in the region.
3. ACES Training- Adverse Childhood Experiences training registration has gone out last week. We already have 20+ registrations. This will be held April 4 in Marshall and April 11 in Worthington from 3-5:30. This is open to any and all that are interested. We encourage everyone to help spread the word.
M- Pater/S- Dean /P- All in Favor. To include a brochure, booklet and bookmark.
Konechne to order.
4. Referral Tracking Update- 100% schools submitted data through February 15. We discussed the numbers, graphs, and process. ECSE teachers continue to see an uptick in referrals. No referral is a bad referral and creates connections even if the child does not qualify. Graphs were helpful in reading the data and will be used for next years work plan ideas. We'll be able to start comparing from year to year so we can see the data side by side.
5. Community Ed Brochures/School Websites- Discussion regarding the cost and each district doing their brochures/advertising differently. We discussed the possibility of ECSE teachers including the ad from their program to see if it could be included for free. This would also help include the HMG ad in the smaller districts that don't have a formal brochure. Konechne will send out an email with existing ads to ECSE teachers so they can each contact their districts about including the ad in the Summer round.
6. Kids First Conference Update- Konechne attended as a representative from Region 8 and had a booth with Region 6. There were over 300 attendee's and the conference sold out in 6 hours. It was held at Jackpot Junction in Morton, MN. There was a list of over 35 emails of people who stopped at the booth, but many more stopped by. It was reassuring that more stopped by and were very familiar with the materials we had available and with the HMG program in general. Jessica Marlow gave an overview of the conference from an attendee perspective. She is a local daycare provider and attended to earn CE.
7. International Festival- We are on the list to have a booth. Ideas were discussed for a kids activity and feedback was given by Brinks and S.Dean from last year. As it gets closer we'll ask for volunteers to be at the booth.

M- Pater/S- Shelton /P- All in Favor. To purchase tattoo's, books in multiple languages, and to compensate volunteers who work at the booth and are not compensated from their agency.

8. Equity Audit- Tabled until further instructions from Cat Tamminga. This will be used to help our group for next fiscal year and moving forward.

New Business:

1. Current Budget- On track and continue to be under budget. A total of \$15,608.56 is remaining. Part of the funds can be carried over from year to year and can be utilized for a big project if needed.
2. HMG Materials Distribution- We will do one more round of ordering. Konechne will inventory what we have and we'll try to use that up first. Konechne will send out the order form to the group. We don't have a large budget left for materials, but we are under budget in other areas so we have some wiggle room if members are in need of anything specific.
3. New Ideas- We broke out into 3 groups and started brainstorming for ideas on next years work plan. We'll have another brainstorming session next time to narrow in ideas, but wanted to get the initial plans out there. We discussed rotating year by year to focus on a specific agency/group such as daycare providers, parents, schools, clinics, etc. Ideas included: booths at county fairs, materials available at library's, Fliers at Swimming Pools/YMCA/Community Center's/Play Cafe/JBS Field house/Etc. Distributing materials at parades, Advertising at Church's, Social Media, Radio Ads, Contacting Clinics and Hospitals, Including materials in take home baby folders, WIC Centers, Chamber Events or working with Chambers to see what events would be best in their specific area, Dentist/Chiropractors, Mental Health Providers, Providing a bag/brochure to every student who goes through Preschool Screening.
4. Next meeting will be held at the Slayton Pizza Ranch on April 23, 2023 from 12:00pm-2:00pm. This is an in person meeting only and we are hoping to distribute materials and grocery bags.

Adjourn: M- Pater /S- S.Dean /P- All in Favor.

Meeting was adjourned at 1:54 pm.

Respectfully submitted by Kelly Konechne, Facilitator