

Meeting Title:	REGION IV HELP ME GROW IEIC COMMITTEE MEETING
Meeting Date:	Tuesday, January 16, 2018 9:00-10:30 a.m.
Meeting Location:	Lakes Country Service Cooperative 1001 E Mount Faith Ave, Fergus Falls, MN 56537

Attendees:	Mindy DeGeer, Stacy Haugen-McAllister, Andrea Miller, Christy Riewer, Desmond Little, Patty Hobbs and Melisa Brever.
Note taker:	Jolene King

Agenda	Notes
-Introductions	Mindy called the meeting to order at 9:05 am.
-Review, modify and approve agenda	Add operating procedures – need to make one change.
-Review and approve September 19, 2017 Minutes	Minutes were reviewed. Stacy motioned to approve, Christy Seconded.
-Budget Update	<p>\$20,000 to Risdall this year. Have currently paid \$15,000. \$35,320 total budget. Mindy and Andrea asked at state conference if money could be used to send a parent to a conference and they were told it could not be. Need to use money by June 30th.</p> <p>Caring Connections Advocate program – First time families with new baby. Parent education, home visits, ECFE. Could IEIC pay someone to be a family advocate? Child Find. Melisa will bring a welcome packet to the next meeting. Josh will bring information to the ECI/ECWG Meeting.</p>
-Old Business	
-New Business	<p>Risdall Phone Call – Jennifer Risdall and Kristen. Help Me Grow MN – Facebook Campaign. 4th Quarter Report (October – December) Boosted posts (liking, sharing, clicking on it) 14 posts reached 5,325 people, 820 people have liked, shared or clicked. Posts engaged 2,435 people. 4 ads reached 26,692 people. 108,626 impressions. 2,490 people recalled seeing the ad. 217 clicked on the links. Cost per click is approximately \$2.76.</p> <p>Top performing boosted post “Talk. Read. Sing. Rhyme, Every Day.” Mostly women.</p> <p>2nd best performing Boosted post “Are you curious about early intervention?” 338 post engagements, 17 comments and 17</p>

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	<p>shares.</p> <p>Healthy Development Ad – reached over 19,000 people. Reached all age groups, 25 – 34 year olds were most engaged. 4,100 females versus 1,250 males. Spanish ads are more heavily viewed by males. Andrea shared that in Morris most men come over first and know English better than their wives. Photos of babies may perform better.</p> <p>AdWords Campaign – Search campaign 3,410 impressions, 189 clicks. Display Campaign 429, 626 impressions, 1,657 clicks. Impressions – 44% female, 21% age group 25 – 34. Clicks – 70% female, 31% of clicks were from ages 25 – 34.</p> <p>Operating procedures. Need to remove Cami’s name. Will update it to say Lakes Country Service Cooperative will provide notetaking.</p> <p>Training people (Preschool teachers, daycare providers, Social Services) how to make a referral. Child Find Training-To-Go Trainer Guide was passed around.</p> <p>Eager to Learn – Continuing Education opportunities. Developtoolmn.com.</p> <p>MN in looking to expand Help Me Grow to cover 0-21. Central hub in Metro area for you to call in for resources.</p>
Future Meetings:	<p>3/20/18 6/19/18</p>
-Adjourn	Stacy motioned to adjourn at 10:23 am, Andrea seconded.