

Region 11 Help Me Grow IEIC Meeting Notes

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

Date: January 8th, 2025

Time: 12:30 – 2:30 pm

Committee Past Chair: Meg Thell

Chair: Bridget Burnham

Vice Chair:

Members Present: A. Berge, A. Mimm, A. Wilkinson, B. Burnham, C. Schweich, C. Fashaw, C. Granner, C. Hillyer, D. Nagel, D. Hartman, D. Gerardy, D. Spaeth, E. Hamel, H. Corbett (sub – Dana DeMaster), J. Cox-Lindsey, J. Slipka, J. Swett, J. Zahrt, L. Schmidt, M. Forsberg, M. Genz, M. Kioga, M. Lund, M. Torgerson, MK Stevens/R.Heiland, S. Flegel, S. Sekhon, S. Schmit, S. Swanson, S. Bernard

Members Absent:

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

State of MN Staff: C. Tamminga-Flores, M. Kvikstad, M. Chresand

Topics

- **Introductions** of those in attendance = Bridget Burnham. **Icebreaker:** *One sentence-what was one “take away” from your first ever job.* (ex. Showing up ten minutes early is being on time. Or Generous tippers are typically former table servers. Or Babies poop....a lot.)

- **Housekeeping** items lead by Bridget Brunham

- Approval of – Jan. 8th, 2025 agenda

Motion:

Second:

Vote:

- Approval of Oct. 9, 2024 Meeting Notes

Motion:

Second:

- Nomination of 2024-25 IEIC Co-Chair:

Names of Nominees:

Motion to approve new Co-Chair:

Second:

New Co-Chair

- Nomination of new IEIC members:

Names of Nominees:

- Megan Genz- Carver/Scott ECSE Practitioner
- Jennifer Slipka – Carver/Scott ECSE Administrator
- Sydney Bernard – Hennepin Cty Public Health

Motion to approve new members:

Second:

- **Legislative Update (J. Swett)**

2024- 2025 Work Plan and Budget Status Report

- Articles – [Current list of Articles on HMG Website.](#)

“Indoor activities burn energy and encourage creativity.”
“When Emotions Get Big” (in process)

- [Mom Enough](#) podcasts scheduled for 2024-25
- “Serve & Return – Making Peace with Technology” will be posted on January 18th, 2025
- Traumatic Brain Injury – potential long-term effects of a big fall. To be recorded on Jan. 31, 2025
- Understanding the “Zone of Proximal Development” in selecting books, activities, and toys. On FB Live, Nov. 22, 2024
7,400 views in the 5 days following the event.

- 2024-25 Current status of resource requests and distribution.

FY 2024-25 = 95,086 – state wide.

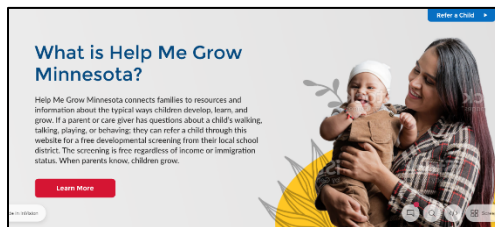
Since adding social media along with printed materials, our numbers of printed items shipped has decreased. This is good news.

- The Training Videos for both Medical Professionals/Clinic Staff and for Childcare Professionals are being distributed. Please feel free to share the links listed in this [introductory letter](#) to all who might benefit. Childcare Postcard with QR code to training videos were sent out 12/9/2024. Anna will watch YouTube for increase in traffic.
- Electronic Options to Clinics and Hospitals – Little Moments Count. Dr. Sekhan is working to better connect me to the Health Partners leadership.
- Anna said that a new bumper ad that will link to the “When Emotions Get Big” article is in process. Here is the link to the [Current list of Bumper Ads.](#) Anna has asked the Risdall team to make “playlists” of the bumper ads so that all of the Regional IEICs can use them at their events.

- Parent Connector update:
 - Anna shared the [Help Me Grow Connector Annual Report](#). Written in partnership with UMN- Learn the Signs: Act Early.
 - A new Parent Connector who identifies as Karen has joined the P.C. team.
 - Anna shared a [list of events/activities](#).
 - Help Me Grow Connector Bios.
- Subgrant awarded: Zang Vang Lee and Andrea Castillo developing courses in Hmong and Spanish that they will offer through the Develop Platform (childcare licensing platform for continuing education). \$2000 will be awarded upon completion of courses and approval through Develop.

○ **Marketing Reports:**

Website update was put on HOLD by MDE until the move to DCYF.



Anna reported from the Risdall team report that referrals are UP this December when compared to last December.

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

- Oct.:
 - Parent Form: 1,174 (12 Spanish, 1 Hmong, 2 Somali)
 - Professional Form: 2,084 (2 Spanish, 1 Somali)
 - Family Form: 138 (5 Spanish, 1 Somali)

- Nov.:
 - Parent Form: 947 (2 Spanish)
 - Professional Form: 1,717 (2 Spanish)
 - Family Form: 120 (2 Spanish)
- Dec.
 - Parent Form: 758 (1 Spanish)
 - Professional Form: 1,393
 - Family Form: 88 (4 Spanish, 2 Hmong)
- Data from Translated Forms
 - Spanish:
 - Hmong:
 - Somali:

Region 11 has served 5M+ ad impressions in 2024 so far. This is 1.25M more impressions than in 2023. We have enhanced our existing campaigns by expanding our assets to include more Native American and Spanish content.

In addition to our top audience of lower income parents in-market for baby and children's products and apparel, we created a custom audience of people who previously searched for Free Pre-K. This audience was served over 500k impressions and had one our highest click through rates.

- **2024-25 Budget Report** - Kathy McKay

Early Childhood Longitudinal Data System Presentation: Jennifer Verbrugge

Jennifer Verbrugge is an experienced project manager and public servant who oversees Minnesota's Early Childhood Longitudinal Data System (ECLDS). Since 2019, she has led ECLDS maintenance, expansion, training, and data governance efforts, working collaboratively within and beyond Minnesota's P-20W data system that includes prenatal supports through workforce participation. With an educational and career background in public library work, Jen is motivated to connect people with the tools and information they need, and has a particular affinity for work in service of young children.

Questions for IEIC members to consider:

- Name a specific challenge or question we would like a data system to help address.

- How can we ensure any insights gained through data are actionable within the scope of our guidelines?
 - One insight Jennifer shared that resonates with me is...
 - A question I have for Jennifer about applying these tools is...
 - One way I envision using these systems is...
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- What ideas from Jennifer's presentation can we leverage?

Motion to Adjourn:

Second:

Vote: Meeting adjourned at

Resources and Links:

- [October 9, 2024 Notes](#)
- [BrightWorks IEIC Web Pages](#)
- [Help Me Grow MN introduction and links for both training videos.](#)
- [Mom Enough Website](#)
- [Bumper Ad list](#)
- [Help Me Grow Connector Annual Report](#)
- Help Me Grow Connector Bios
- [Help Me Grow Connector Events/Activities](#)
- Clicks to Referral report
- [Region 11 IEIC October Update for Constituency Members](#)
- [Region 11 IEIC Workplan Budget 2024-25](#)
- [ECLDS Questions for public reports](#)
- [ECLDS](#)