

Region 11 Help Me Grow IEIC Meeting Notes

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

Date: Dec. 10, 2025

Time: 12:30 – 2:30 pm

Committee Past Chair: Meg Thell

Chair: Bridget Burnham

Vice Chair: Monica Torgerson

Members Present: A. Berge, A. Mimm (sub = Jen Odegard), A. Wilkinson, B. Ronning, B. Burnham, C. Schweich, C. Granner, D. Hartman, D. Spaeth, H. Corbett, J. Myhre, J. Zahrte, J. Swett, L. Cederberg, L. Schmidt, M. Forsberg, M. Genz, M. Lund (sub = Natalia Castillo), M. Torgerson, MK Stevens, S. Flegel, S. Swanson, S. Schmit, S. Bernard

Members Absent: C. Fashaw, C. Tebben, E. Hamel, J. Cox-Lindsey, J.Odegard J. Slipka, M. Kioga, N. Castillo

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

Guests: C. Tamminga-Flores

Topics

- **Introductions** of those in attendance = Bridget Burnham.
- **Housekeeping** –
 - ✓ Approval of Dec.10, 2025 agenda
 - Motion to approve = Judy Swett
 - Second the motion = Carla
 - Approved

- ✓ Approval of Sept. 24, 2025 meeting minutes
 - Motion to approve = Judy Swett
 - Second the motion = Shannon Flegel
 - Approved
- ✓ Approval of Dr. Laurel Cederberg
 - Motion to approve new member Dr. Cederberg, Pediatrician =
 - Second the motion = Judy Swett
 - Approved
- ✓ Reminder that all meeting materials and notes are housed on the Region 11 IEIC BrightWorks webpages.
- ✓ Updates from Marilyn Forsberg:= School Board Association Discussions to follow this legislative year: – Early Education teacher pay; – Blue Ribbon Commission brought forward a recommendation to cut \$250 million from Special Education; –School Trust Funds established in the 1800's a suggestion to change the distribution of these funds to the school districts; – change unemployment insurance for some educators over the summer.

Pop Up Think Tank - B. Burnham

Designing for Access Together!

- We will take time to reflect on how housing instability and racial disparities affect early childhood access - and what that means for our systems.
- You will hear key data, a partner's story and have space to process, share and shape what comes next. (Interview with Carla Shweich)
- Listen, reflect and co-create a more inclusive path forward.

2025- 2026 Work Plan and Budget Status Report

- o Equity/Humanity Audit - Bridget, Monica, Cat, Kathy, Judy and Anna reviewed the survey questions and modified a few to fit the work and membership of the Region 11 IEIC. On November, 17th, Anna sent the audit with the link to the full Region 11 IEIC membership requesting the survey be completed by Dec. 1. Anna nudged all to complete the audit ASAP. Anna will set a meeting with the Equity/Family Involvement subcommittee to review the results and to summarize the findings for the full membership.
- o Help Me Grow Connectors
 - ✓ Summer Events/Activities - continued through Nov. 16th. Expecting a small lull during the winter holidays. More time for FB Live events. Discussed doing "Compassion Clinics". Did four that were well attended. The last one was not well attended. Instead of 300-400 attendees; there were only 15 in attendance. (Could be due to ICE.) Currently doing ...
 - ✓ Annual Report - [video project!](#)
- o ECLDs - Bridget and Anna used ECLDS to set the foundation for the Pop Up Think Tank today. Anna will co-facilitate an ECLDS Data Convening event for Education Partnership Coalition Friday, 12/12/25
- o Translated Materials - Through Miriam, Anna found Help Me Grow materials from Hawaii that are translated into Chuukese. She shared them with the other regional IEICs.
- o 2025-26 Resources Forecast - Kathy McKay to report - Currently we have a supply of all printed resources We have had requests for the banner. So, along with the Outreach/Public Awareness committee, we redesigned the banner. It now has the four major languages (somewhat similar to the "Do you have Questions" poster) and a slightly different style of banner (X banner). We are also continuing to disburse the "Get Free Resources" postcards at events.
- o Outreach on Parenting Topics/Articles:

✓ When Emotions Get Big - next article being developed with IEIC member Jordan Mehyre. This article is in the final stages of preparation. This will be posted on the website early spring.

- o Higher Education and Professional/Paraprofessional preparation programs. Anna plans to reconnect with these groups in early January.
- o Will be bringing sub-committees together.
- o Training Videos for Medical and Childcare Professionals:
Medical HMG resources & HMG Video postcards will be sent again and distributed at on-site events. Childcare postcards will also be distributed at on-site events. When the postcards are mailed, there is a notable increase in visits to the training videos and in resource orders.
- o Help Me Grow/ Help Me Connect: Create Parent Video - Shawn Holmes and Anna working on a contract between DCYF and BrightWorks so that we can start this project.
- o Bumper Add addition: "When do babies respond to a playful game like peek-a-boo?" is completed and in use on social media posts. <https://youtu.be/o-g99PVZdF4>

Advertising and Website Reports:

- o Facebook/Instagram
- o Clicks to Referral Numbers -Aug. - Oct..
 - ✓ Aug:
 - Parents: 879 (Spanish 2, Hmong 0 , Somali 2)
 - Professionals: 1,372 (Spanish 4)
 - Family/Friends: 100 (Spanish 2)
 - ✓ Sept:
 - Parents: 1054 (Spanish 4, Hmong 0, Somali 1)

- Professionals: 2084 (Spanish 4)
- Family/Friends: 108 (Spanish 2)

✓ Oct:

- Parents: 1078 (Spanish 7, Hmong 0 , Somali 5)
- Professionals: 1982 (Spanish 2)
- Family/Friends: 135 (Spanish 6 , Hmong 0, Somali 1)

Some notes on October:

- October 2025 was down 6.33% from October 2024, with Parent referrals being down the most by -9%.
 - Help Me Grow received one referral from Chat GPT and 5 referrals from Paid Advertising on Google
 - Parents and professional referrals included Spanish and Somali referrals
 - 31 referrals in Oct. directly from Help Me Connect.
- o Statewide vs Regional Social Media Campaigns update - Cat will be working with the other regional IEICs to decide for whom this would be a benefit and in what format.

Reminder of Risdall's report: By moving to a centralized campaign structure, we eliminate duplication, increase media efficiency, and unlock better performance—without sacrificing regional insight. It's a smarter, faster, and more cost-effective way to drive results statewide.

- [Benefits to Statewide vs Regional Ads](#) - Anna explained that some of the other regional IEICs are considering moving to a centralized campaign structure (i.e. Region 11 would be responsible for statewide marketing instead of each region hiring Risdall individually.) Risdall recommends this as well to eliminate duplication, increase media efficiency, and unlock better performance—without sacrificing regional insight. It's a smarter, faster, and more cost-effective way to drive results statewide.

Discussion:

The meeting adjourned at 2:10 pm.

Future Meeting Dates:

Anna reviewed the 7-county area district composite calendar to select the meeting dates.

- March 18, 2026 = may be in conflict for: Brooklyn Center, Burnsville, Edina, Hastings, Moundsview, St. Anthony, Stillwater.
- May 13, 2026

***Reminder: prepare to find a substitute if you are going to miss any of the quarterly IEIC meetings.**

Resources and Links:

- Sept. 24, 2025 = Meeting Notes =
- [BrightWorks IEIC Web Pages](#)
- [Pop Up Think Tank](#)
- [Equity/Humanity Audit](#)
- [Help Me Grow Workplan/Budget 2025-26](#)
- [Help Me Grow Connector Calendar](#)
- [HMG Connector Annual Report](#)
- [HMG Connector VIDEO Report](#)
- [HMG Connector Bios](#)
- [ECLDS](#)
- [June 2025 Printed and Shipped Resources Report](#)
- [Help Me Grow MN introduction and links for both training videos.](#)
- [Bumper Ad list](#)
- [Snapchat Trial Report](#)
- [Clicks to Referral Aug - Oct.](#)
- [Benefits to Statewide vs Regional Ads](#)
- [Semi-Annual Report - October 2025](#) =