



IEIC Region 8 Meeting Minutes
Pizza Ranch Slayton, MN
4/29/2025
12:00 – 2:00 pm

Members Present: Kelly Konechne, Shelley Krueger, Ramy Vandendriessche, Erin Behnke, Hollie Pater, Sally Gniffke, Heather Rinke, Jennifer Zollner, Genna Scripture, Jessica Petersen, Sabrina Vosberg, Stacy Dykstra, Tiffany Teske

1. Agenda Approval: **M- Pater/S- Teske /P- All in Favor.**
2. Minutes Approval from 12/02/2024: **M- Krueger /S- Dykstra /P- All in Favor**

3. Member Introductions and Sharing: Welcome to the new members/subs! We appreciate everyone taking the time to attend and spreading the word about HMG. A couple new faces this time.

4. State Updates:

February (MOM) 2025- Rescheduled to Tuesday, March 4 at 8:30am. Many changes talked about at the federal level and how those will impact us including the Department of Education and Department of HHS and Medicaid. There was an all time high in referrals in 2024; 29,107. Cat discussed 7 types of rest we all need: Spiritual, Physical, Sensory, Mental, Emotional, Social, Creative.

How do we bring people together in each agency/community/classroom/etc. It helps us understand one another and move us forward. How are we connecting with the community when we are together to impact the families we serve? We also discussed the benefits and challenges of Statewide marketing such as youtube, social media, commercials, etc. We touched on the equity audit and Cat is going to be updating us soon.

March (MOM) 2025- Equity Audit is still in progress. The idea is to take a look inward and define critical questions, identify disparities, analyze and share the data, and then take action for more equitable systems. We also discussed if we are a colluder, bystander, interrupter in racist systems. The 10 Commitments to Humanity was also discussed: 1. Prioritize Equity 2. Start from within 3. Measure what matters 4. Go Local 5. Follow the money 6. Start Early 7. Monitor implementation of standards 8. Value People 9. Improve conditions for learning 10. Give babies and families and communities and each other options. Ana Paulson has the ability to share out FB posts and we can do a paid push in our region if we want. There are a variety of options available.

April (MOM) 2025- Molly Sullivan and Dustin Parks from Story Collective presented. This program brings community perspectives into programs and helps in policy making decisions by getting feedback and stories from the residents of MN. It helps find middle ground. There are community partners who help promote this program, raise awareness, collect stories, co-design sensemaking sessions, and provide feedback. For more information reach out to:

Molly.Sullivan@state.mn.us or Dustin.Parks@state.mn.us .

Tabith Hanson from MDH introduced herself and will be on next month to discuss how they can help equip the trusted partners/home visitors to give direction and answer questions regarding immunizations.

Work plan details will be available May 5. No changes to format or dollars; focus on equity. We will use the equity audit and make changes to the workplan next fall if needed based on those results.

Michelle Kvistad will also be working with HMG to invite us to the local Public Health sessions that are upcoming around the state. More details to come.

5. Guest Speakers:

- a. Shawn Holmes with Help Me Connect presented about Help Me Connect, the website, and how we can reach greater MN. There are over 16,000 programs listed which try to point families to these programs. Over 750,000 visits per year. Everything is reviewed at least once per year. They have many of the State Level agencies/services listed, but are looking for the grass roots/local groups/community resources to add to the website. They need our help in listing those. Updates/Additions can be emailed to the email listed on the bottom of the website.

As a group we discussed the difficulty and pros of using this website. Many families go to local trusted professionals to try to find resources, but it's a way for service providers and families to find items online as well, especially when you are new to the community or not comfortable asking others.

Old Business:

6. Members: We have good representation from each county and agency. We are always looking for anyone who would like to join our group though. Top areas needed are community members, service providers, and Lower Sioux tribal leaders. If anyone has direct contacts, please make a warm introduction with Konechne as the facilitator and she'll reach out. We are also in need of more Pipestone County representatives.

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

8. Work Plan Items In Progress-

- a. Digital Marketing- This campaign is completed. We did a 3 month campaign in both English and Spanish with over 55,000 impressions at a 98% completion rate. There was great feedback from the analytics and The Globe said it did very

well. This is something we will look into for options for next year. We discussed banner ads, youtube ads. We did OTT this year.

- b. Community Transit Ads- B&K Designs was contracted to produce the decals to place on 24+ buses in the 9 county region. The decal has the logo, website, phone number, and QR code. Several people have seen the decals and said how much they popped and were very noticable. UCAP did mention the cost would go up significantly next year, but we are locked in until April of 2026 right now.

We also plan on marketing inside the buses on the televisions. Konechne and Braun are working on putting together some ideas to share with UCAP for that campaign. We'll include things like iSpy, Word Searches, Hidden Pictures, etc. There is no cost for that as we are helping UCAP out with that project.

- c. Radio Ads- These continue to run 1-2x a day on KLOH and KISD. The contract is for 1 year through August 2025. No one on membership has heard them first hand. As a group we feel dollars would be better spent on other projects next year or looking at more popular radio stations. We could also try targeted media ads such as podcasts and digital music platforms.
 - d. Think Small- This is a program our IEIC region8 partnered with. The text code is "HMG" which is text to a number along with a birthday of your child age 0-5. Based on the age, a text is sent out 3x a week. Every age 0-5 is sent a different text. We as a group have the ability to send out additional texts if we want. Ideas include sending out reminders for Preschool Screening, Follow Along Program, etc. We can work together to come up with additional ideas once we get word out about the code. Brochures come in 3 languages and will be sent out to members. Please share this resource out as much as possible so we can start to utilize the additional text opportunities as a group.
 - e. ECFE InReach- A goal we included in our work plan is to reach out to ECFE's in the area and present about the HMG program and milestones. This works well with the Child Find goals Pater works on as well. Unfortunately the email sent out with the referral tracking request to ECSE teachers did not get a good response for the ECFE contact information for each district. We'll continue asking to get updated information on that as this is an ongoing project. Please write in your local district contact. It would be greatly appreciated! Links is:
<https://docs.google.com/spreadsheets/d/1LZRStOrfkuKGaNDcW4kPo9Q9S280tGiMn97uu5sW1PY/edit?usp=sharing>
 - f. Kids First Conference- Konechne attended the conference with Region 6 on behalf of the IEIC with a HMG Booth. This is held at Jackpot Junction and there are over 300 attendees. Materials were received from the State so they did not come out of our budget, but were handed out to attendees. We spoke with over 80 attendees and found a daycare provider interested in joining our membership from Redwood Falls.
 - g. International Festival- This is held in July and we'll provide materials to the SMOC/Public Health Booth to hand out on our behalf.
9. Material Order Distribution: Pickup is available for anyone who ordered materials.

New Business:

10. Current Budget- Our budget for the 24/25 FY is \$31,829.26. We have spent just over \$21,000 to date. Konechne anticipates a carryover of around \$4,000 as a few projects close out the end of our FY.

11. Week of the Young Child: Konechne worked with Karen DeBoer on getting a letter emailed out to all daycare providers and centers about a HMG Youtube Video that was put together by the State explaining what HMG is and the referral process. It was a youtube video made specifically for daycares/centers. As a follow up to that email during the Week of the Young Child, a packet was sent out to each daycare provider and center with a Milestones Booklet, HMG Brochure, and Letter following up on the Youtube video.

12. Community Ed Brochures: We continue to ask ECSE Teachers to request the HMG information is included in their community ed brochures for every session. Many list it under ECSE or some do a separate ad. Some districts have charged us in the past, but it is our hope we can get it included as part of the district news. Worthington gave us a free ad this year because of our past advertising.

13. Referral Tracking was discussed. This will be sent out to ECSE Teachers in each of the 30 districts after May 1. We went through numbers compared to last year. Overall it looks like referrals have really increased from Clinics/Hospitals, but the overall number of referrals has stayed consistent from last year. Eligibles are down roughly 25% for 0-2 and 20% for 3-5. ECSE teachers in attendance at the meeting confirmed this “feels” correct based on their caseloads however they stated the Spring has been especially busy with referrals so our May numbers will likely reflect that. This data will be tracked yearly and we’ll have more analytics to compare after a few years. The referral spreadsheet collects the number of referrals, how many are in progress, how many are eligible, where the referral came from, and how the referral heard about HMG. The last round of data collection will go out the first week of May to all districts.

14. Future Ideas: We had 3 breakout groups to discuss ideas for next year. We’ll continue to narrow this down with the chairperson committee and come up with our work plan ideas for FY 25/26. Cat did encourage us to have an equity goal in place and that will be updated next fall after the Equity Audit. A few topics discussed: The importance of reading and getting books to kids, Preschool Screenings/Materials, Erin Walsh Technology Presentation, CarSeat Safety Clinics, Dental Health in the 0-3 Age, Bags for Grocery Stores or a way to provide advertising for HMG there, Magnets, Pizza Box Ads, Resource Fair, Feeding Clinic/Training for Providers, Community Ed Brochures, Listing HMG on School Websites, HeadStart partnership, Potty Training clinic/Self Help skills clinic, concentrating on the Karen and Somali communities, or providing a Native American Training.

15. Chairperson Committee: We are in need of a replacement for 1 Chairperson. It would be helpful to have someone in Social Services or Public Health due to the variety/range of people. No one volunteered. We’ll send out an email asking for a volunteer and if no one volunteers we’ll need to assign someone on a rotating basis. This is for a 3 year term and we try to keep it as minimal time commitment as possible. Chairperson: Rachel Klein 2025

(Replacement), Karen DeBoer 2026, Katie Rigge 2026, Channing Vanderbeke 2026, Hollie Pater- Permanent

16. Meeting Date/Time: We discussed the date/times of meetings. It seems to work for most people in this format, but we do want to explore the 1-3pm time frame. Konechne will reach out to Pizza Ranch to see what they charge for room usage since it would be outside of lunch hours. Meetings will likely stay the last Tuesday of the month with the first and last meetings being in person and 2nd/3rd meetings being hybrid.

Next Meeting is TBD. **This will be in person only to stay consistent with our work plan discussions.**

Adjourn: **M- Vandendriessche /S- Teske /P- All in Favor.**

Meeting was adjourned at 2:01 pm.

Respectfully submitted by Kelly Konechne, Facilitator