

Recruitment Marketing Advisory Group Meeting Minutes

November 12, 2019

Attendees: Jansel Hernandez, Marian Hassan, Karen DeBoer, Debbie Schierbeck, Trinette Potts, Julie Christensen, Nick Henderson
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Note Taker: Julie Christensen

Minutes Review: Hyewon Chung

1. Welcome & Introductions

2. Recap of Why We Are Here

- a. As part of the Preschool Development Grants Birth through Five, Achieve is creating marketing materials to recruit people to the Minnesota Childhood Care and Education Workforce.
- b. We want to ensure that we are targeting diverse populations to more accurately represent the population of Minnesota, hitting populations that are currently underrepresented.
- c. With the help and input of this group, we are hoping to create a strong and respectful message and/or series of messages that are appropriate for diverse cultures, can be translated in other languages, and be disseminated in a way that reaches a lot of people throughout MN.

3. Where we currently are

- a. We have learned a lot about how other cultures and communities view early learning and child care through this group and are working on different materials to address those differences.
 - i. General trifolds/brochure for distribution
 1. A translated version of this with some slight differences per language/community
 - ii. More specific trifold/brochure for refugees
 - iii. Webpage on the Achieve website that will house resources such as:
 1. Grants & Scholarships
 2. Licensing Info
 3. Higher Education Info
 4. General Resources
 5. Childhood Care and Education Communities/Groups for people to join
 - iv. We plan to have materials ready to go early next year and be distributed.
 - v. Digital Marketing
 1. Social Media Ads
 2. Google Ads
 3. Can target specific audiences easily and effectively

4. Where & how to distribute materials?

- a. High Schools
- b. Family and Consumer Science Teachers
- c. Doctor and Dentist Offices
- d. Libraries
- e. Spanish immersion businesses
- f. Karen Organization of MN
- g. Think Small
- h. Achieve Partner Agencies
- i. Hmong Cultural Center on University Avenue
- j. Workforce Centers – Emerge
- k. Refugee Organizations
- l. Word of Mouth – Hmong Village (Speaking to the Management), Mercado Central, Somali Bazaars)
- m. ECFE – Parent Educators can share information with families
- n. Tribal Community – MnTRECC
- o. Launch Event
 - i. Invite people from various sections of the community together to generate some buzz that way.
 - ii. Host at a place like Midtown Global Market

5. How do members of this advisory group want to stay informed about the project?

- a. Review materials when they are ready
- b. Stay informed about where the project is and what progress has been made via email communications.

6. What message needs to be included or taglines should be used?

- a. It's more than a job.
- b. Change Lives.
- c. Making an impact.
- d. Improving our community one child at a time.
- e. Brain Architects: Shaping the Minds of the Future.
 - i. How do we get others (business, economics, etc.) involved?

7. Thinking about the webpage, what resources should be listed?

- a. Translation services
- b. Educational guide for those new to the field or who may have less formal education
 - i. Ideas on where to take children -- events in town
 - ii. Ways to structure your day to make it meaningful and manageable to pull a routine together.
 - iii. Simple games and activities to do with kids
- c. Ask a Professional a Question
- d. Texting for Think Small

8. What's Next?

- a. This was our last meeting, but we may solicit some feedback via email from everyone in the next few months on the materials created. Stay tuned for communications to come.