

Recruitment Marketing Advisory Group Meeting Minutes

September 26, 2019

Attendees: Teresa Ripple, Jansel Hernandez, Jessica Ostrander, Zang Vang-Lee, Marian Hassan, May Yang, Karen DeBoer, Carmen Cook, Firdaus Aden, Debbie Schierbeck, Sandy Gehrke, Hyewon Chung, Tara Hudson, Julie Christensen, Nick Henderson

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. Exercise: We took 10 minutes individually to think about how we would make our own outreach materials. What would we have on the front? How would you make it stick and be something people would want to read and take action on? How do we deliver it? What is the most effective way to deliver it?

- a. Trifold with a cover (top facing piece) that has a photo of an adorable child and says something along the lines of "This is the most crucial part of this child's life, being a part of it can be yours."
 - i. Inside the trifold, there are sections for different positions, scholarships available (TEACH & REETAIN), and rewarding work.
- b. Something like the Tumblr website where you get inspirational things emailed to you, YouTube video, Instagram
 - i. Example: Like a slideshow that has the following words come across the screen: Passion. Commitment. Integrity. Make a Difference.
 - ii. Include how ECE professionals build communities and change lives, impact the future, help develop tomorrow's leaders by supporting families today.
- c. Supports listed and promoted for after people complete an ECE program. How do we provide them with support so that they are successful?
 - i. Mentorship programs, mentor teachers

- ii. Other programs that can be offered
 - iii. Build a sense of community to combat loneliness.
 - 1. Promote Professional Associations
- d. Understanding of the Processes
 - i. Program/Outreach Training - A lot of people have no understanding of the process. It would be great to have a program based with St. Thomas or Metro State University and team up with Think Small and the early childhood scholarship to create a program/outreach training.
 - 1. Include Cohorts for Family Child Care and Center-based Child Care.
 - 2. Cover the process for licensing
 - 3. Team up with Ramsey County so they can do their meetings and fire inspection.
 - 4. Have all of the trainings that are required (SUID, Head Trauma, etc.) built into the program and take those while they do their licensing and partner together.
 - a. Have the program available in different languages
 - b. Could be beneficial for rural areas.
 - ii. Early Career Exploration Day – all of the resources and partner agencies are there to help convey the process and what needs to be done.
 - iii. Role of Community Colleges
 - 1. Provide on the job training/apprenticeship training
 - a. A lot of high schools have similar programs to help transition into a career.
- e. Benefits
 - i. Young people entering the workforce need more guidance when it comes to benefits.
 - ii. Explain benefits such as regular hours.
- f. Wording to consider
 - i. Use words such as “A Reachable Career” “It’s within reach”, “Be the person you needed when you were a child.”
 - ii. Keep in mind that young people are on Instagram, it’s a digital world.
 - iii. Make a difference in the world.
 - iv. It’s a profession and a career
 - v. Consider a Career in Early Childhood
 - vi. Include messaging about brain impact
 - vii. It’s play-based learning
 - viii. It’s the foundation for a child’s future which is all of our future.
 - ix. Early Care and Education: Brain Architects of the Future
 - x. Shape the future
 - xi. Be part of a community, help build communities.
- g. Refugee/Immigrant Families
 - i. Amplifying the entire message about birth to five in terms of development

1. A lot of people do not have that information.
- ii. Messaging such as:
 1. Help make the journey worthwhile.
 2. Save our children.
 3. Nurture the children.
 4. Save our language.
 5. Preserve the future.
 6. Be the change.
 - a. Calling on that educator to be the change maker.
- iii. What resonates with the immigrant community?
 1. Urgency – Make it urgent.
 2. Helping people get the training they need in advance, for an immigrant everything is urgency, but also everything happens too fast for them.
 - a. It's important they have the skills to survive in the job.
 - i. Regulations (Health and Safety)
 - ii. Professional development
 - iii. Support and mentoring need to be strengthened
 - iv. Break down the process and make it clearer
 3. For a professional they are the tree that others depend on for shade.
- h. Bilingual communities
 - i. Promoting the scholarships and grants
 1. How much money do they include?
 2. How long does it take to get a degree?
 3. Who will support me?
 4. One-on-one interactions
 5. Make the process as easy as possible
 - a. How do I look out for everyone?
 - b. How do I look out for myself?
 - i. This career can do both by honoring your family and your community.
 - ii. People want to feel affirmed in their decision and career choice.
 - i. Faces of the people who have been successful.
 - i. Many times, people have an idea that they can't be successful in a career because of their background, but that isn't true – others have done it.
 1. Show students and professionals who have been successful.
 2. Show a variety of people in different career paths, different opportunities are available.
- 4. What should the marketing materials look like? What sort of format?**
 - a. Trifold?
 - b. One-Page?
 - c. Not much print is in circulation because everything is digital now.

- i. Slideshow with testimonials that can be used on website and social media channels.
- ii. Have a website people can go to for resources and more information.
- iii. Use Instagram, Facebook, and YouTube to reach audience.

5. Next Meeting

- a. Tuesday, November 12, 2019 10am – 12pm
Location: MN Department of Human Services, Room 5137, 444 Lafayette Rd, St. Paul, MN 55155
Remote option will be available.
- b. We will bring more sample options based on the feedback that was provided during this meeting.