

Monday, October 14, 2019, 1-3pm

Meeting Location

MN Department of Human Services
Room 6146
444 Lafayette Rd.
Saint Paul, MN 55155

Attending: Julie Christensen, Hyewon Chung, Tara Hudson, Julia Janik, Nick Henderson, Teresa Ripple, Maxine Peterson, Deloris Friske, Sherry Tiegs, Cyndi Cunningham, Matt Evans, Tonya Morris

Meeting Agenda

- I. Welcome & Introductions
- II. Goals of the Advisory Committee
 - a. We are reevaluating and revising the Advisory Committee Handbook and would really like to get your feedback on the goals.
 - i. The Advisory Committee Handbook states that Advisory Members will provide:
 1. Insight and guidance for developing or modifying existing policies and support services in ways that are even more meaningful, culturally relevant and accessible to the MN ECCE Workforce.
 - i. We, at Achieve, do not make policies, but we can make proposals for policy changes.
 1. If you have concerns about something happening in the workforce that is relevant to the work Achieve does, please let us know as we can propose changes to DHS.
 2. We have not had any recent policy changes.
 3. Perkins Federal Legislation – It was passed in July of 2018 and MN just submitted their plan on how we are going to align with the funding available.
 1. Industry recognized certifications for students in the secondary level transferring to the post-secondary level. -Serve Safe and CDA
 - a. More and more people are coming together with their secondary education to ensure that people are getting the education they need for

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early childhood and that there are pathways for students.

- b. Background checks and the cost for students before they can begin their CDA work.
- c. Grow Your Own with students receiving their CDAs.
- d. Some students are working to complete the CDA online.
- e. Frameworks are already in place, but teachers need to become approved trainers.
- f. PELSB and what they require of the post-secondary.
 - i. Need to prove the rigor of the courses.
- g. The legislature has enacted certification reimbursement to the school district to cover the cost for the CDA.
- h. Include Family Child Care as an option for these students to get work hours as well as a career option.
 - i. Background checks will require \$50 per student in each county.

4. Industry Wages

1. Something to cover the cost of renewal. This cost has been prohibitive, and some providers let it go.
 2. Pay people at the level of their education.
 3. REETAIN Bonus
 - a. What part of that bonus means the most? Is it just being appreciated? Is it the actual amount?
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2. Recommendations for developing and implementing effective outreach and public engagement strategic plans to ensure Achieve addresses the needs of workforce members; especially those from historically underserved communities.

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- i. Lots of new changes coming down the Professional Development path and set to be released July 2020.
 - ii. Look for Achieve's Spring Newsletter (May 2020) to learn more about the new Trainer types, Course Approval, and Trainer Misconduct policy.
 - iii. DHS has been leading workgroups on each of these topics with lots of stakeholders throughout the state to have the most quality course approval process and fair paths for trainers.
 1. New Trainer Types
 - i. Currently in the implementation talks for New Trainer Types.
 2. Course Approval
 - i. Moving towards the implementation talks for course approval.
 3. Trainer Misconduct
 - i. Nearing the final talks for the Trainer Misconduct policy.
 4. If you see anything else related to Professional Development, you can always reach out to Nicky Severson at Nicky@mncpd.org.
- c. Public Engagement and Outreach
 - i. Have received a lot of great recommendations from the subcommittee about conferences to attend.
 1. Specifically, a conference sponsored by Southern Minnesota Initiative Foundation in Owatonna later this month.
 - ii. Achieve Job Board
 1. All funds brought in through the Achieve board are used for outreach efforts.
 2. Since the Job Board became active in November 2017, we have brought in around \$5,000 for outreach efforts.
 - i. Some examples of ways we use these funds include sponsoring the Social Hour at the Trainer and RBPD Summit each year, covering table costs at conferences, etc.
 - ii. To post a job on the Achieve Job Board or view current job listings, please check out our website: <https://www.mncpd.org/resources/job-board/>. You can also email Julie Christensen at julie@mncpd.org for more information.
 - iii. 1 job post costs \$50. We are currently offering a Fall sale of \$25/post until November 20, 2019.
 3. Webinar Software
 - i. The subcommittee recommended webinars focused on the individual application process, tips and tricks, etc.
 - ii. Achieve purchased GotoWebinar and is currently working on a course to present.

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4. Blogs & Videos
 - i. We use the blogs to supplement the resources we have on our website.
 - ii. Achieve Spotlight Series
 1. Through outreach to employers, we have recently received 69 nominations for an Achieve Spotlight, highlighting those in the workforce.
 2. We will continue to recognize the amazing educators throughout the year.
 - iii. Workflow Series
 1. Our workflow series is a series of blog articles explaining what happens once an individual application is submitted. It covers the process the application goes through from intake to coding, to entering.
 - iv. Monthly Giveaways
 1. We draw 4 winners each month from the applications processed the previous month who will receive Achieve swag in the mail.
- IV. Subcommittee Break Out Sessions (*This part of the meeting wasn't recorded because there were multiple groups meeting.*)
 - a. What do you want out of your subcommittee?
 - b. What are the goals of your subcommittee?
 - c. What topics or issues do you want to explore in the next year?
 - d. What are the best meeting times? Days of the week? Mornings? Afternoons?
- V. Recruitment Marketing Plan
 - a. Achieve received funds from the Preschool Development Grant to create marketing materials to recruit people to the Childhood Care and Education field in Minnesota, specifically trying to reach more diverse populations to better represent Minnesota's population.
 - i. Target Audience, tailoring the message to the different communities
 1. High School Seniors
 2. Refugee Communities
 3. Rural Communities
 - b. We created a Recruitment Marketing Advisory Group for this project.
 - i. They met in August, September, and will meet again in November.
 - ii. We handed out a few marketing materials and asked the group to take a few minutes to mark up what they like about the materials, what they don't, what they might change, etc.
 1. Brighter/Bolder Colors
 2. DEED Job Outlook information

- iii. Think about how you receive information, what would good marketing strategies/avenues be? What speaks to you?
 1. FB Ads – target marketed
 2. Parenting Magazines
 3. Pediatrician Offices
 4. Unemployment Offices
 5. ESL Programs
 6. Community Colleges – 2nd language
 7. Workforce Centers
 8. Chambers
 9. MN DEED
 10. Adult Basic Education Programs
 11. Public Libraries
- iv. Other ideas shared
 1. Industry Tours
 2. Virtual Reality
 3. Job Shadows – A Day in the Life Of video

VI. Next Meeting

- a. The full advisory committee will meet annually in person during the fall.
- b. Subcommittee leads will reach out to their subcommittees to schedule their next meetings.
 - i. If you haven't already joined a subcommittee, please consider joining one. We have had a few advisory committee members step down due to recent job changes, resulting in smaller subcommittees. Below are the subcommittees and their contacts. Email them if you are interested and they will include you on future communications for those meetings.
 1. Equity & Inclusion: Hyewon Chung, hyewon@mncpd.org
 2. Professional Development: Nicky Severson, nicky@mncpd.org
 3. Public Engagement & Outreach: Julie Christensen, julie@mncpd.org