

REGIONAL HUB GROUP MEETING

Yamhill Early Learning Hub, McMinnville - December 18, 2015

Meeting Commenced: 1:40pm

Introductions: Tab Dansby, Jenn Richter, Lisa Harnisch, Lindsey Hayward, Judy Newman

Business Community Engagement: (Lindsey)

- Getting someone (the right person) on their Governing Consortium. Convincing them that the Hub was a valuable asset, that we needed their input, and what will work for the business community. It's the critical piece.
- Someone who is a champion of the Early Learning Hub and can advocate for us.
- Looking for an endorser.
- Finding someone who wanted to "do stuff for us": time, energy, and a love of early learning in the long-term.
- Had to fine-tune the messaging to find the right person. Business people didn't understand what we wanted – they assumed we wanted funding. Had to reassure them that we had State funding and wanted their buy-in.
- Wanted to show the business community that increasing the graduation rate would ultimately serve them by producing a work force that was better qualified to work.
- We created a task force and focused on four different buckets:
 - Communications points: Vroom, outreach pieces
 - Volunteering: summer reading, little libraries (sponsored by local businesses), kindergarten readiness kits
 - Philanthropy: businesses know about doing good works, and we want them to work with us
 - Technical Skills & Expertise: marketing, graphic design, database development
- The Chamber of Commerce was a valuable resource and had formed a Chamber Leadership group that we were able to tap into.
- Would be willing to share the materials that they presented to the Chamber to convince them to get onboard. Created a PowerPoint presentation that was very effective. PPT gave the Chamber a clear understanding of what we are doing and what we want from them. --Need to have a clear understanding of what we want BEFORE we go out and recruit.
- Tried working with the Eugene Chamber, but it was a struggle. The Springfield Chamber was much more willing to partner and wanted to be the first Chamber to partner with the Hub.
- Looking at another angle of working with the businesses by getting them to introduce them to families who come to them for services. For example, their pediatricians could help us to find families that aren't connected to services.

- Lisa Harnisch felt that they haven't made much effort with the business community yet because they were a little uncertain. They are hoping that the Vroom program will give them a lead-in, and the Ready for K program also gives them the opportunity to "adopt" a family and pay the \$200 to help a child.
- Also looking at health fairs and other resource activities. Let's us connect with organizations we might not have seen before.

REGIONAL HUB GROUP MEETING

Yamhill Early Learning Hub, McMinnville - December 18, 2015

- Looking for common messages that we can propel into our business community. Vroom is effective at this, and is a “piece” for us, but we are still trying to knit them together.
- Kristi May talked about discovering that many of her Governing Board members are active Chamber members, and she asked them to get her an introduction to their Chambers.
- Also looking at getting a foot in the door with businesses by talking about child care and other factors that affect their employees – ways to make them better employees.
- Jenn Richter felt that they hadn’t figured out how to attract business community partners. They have had a couple of partners that have dropped off because they don’t see how they fit in our process.
- Is excited to see the PowerPoint presentation that Eugene used to get onboard with their Chamber.

Memorandum of Understand (MOU) Discussion: (Tab Dansby)

- One of the things that needs to be included is a list of what the Hub is going to do, and then offer up a list of things an agency could volunteer to do.
- Some Hubs are using Declarations of Cooperation (DOC) instead.
- Need ways to hold the MOU signer responsible for what they have agreed to do:
 - If you can get them to the “table”, that’s a big part of getting them engaged. Once they are at the table, it’s easier to get them to agree to different steps.
 - Some partners are a lot more impressive than others, even though they are both attending meetings.
 - A piece of paper isn’t going to hold anyone accountable. Everyone knows the expectation, but taking them to a higher level and asking for additional things cemented their roles more.
- How do we bring in additional people, beyond Board Members, to collaborate? People outside the Work Plan? We want to expand our circle, and include businesses, even though they are not specifically in the Work Plan.
- The creation of MOUs was a process to identify what we’re going to do versus what they are going to do. The State had a template, but it required some wordsmithing on our part.
- Kristi May recently re-did our MOUs and added checkboxes for our partners to identify exactly what they are agreeing to do. Sending people to meetings, financial assistance, etc. She asked them to check where they saw themselves.
- State had some requirements about what they wanted the Hubs to capture in their MOUs, including what segment the partner was from, and what commitment the partner was prepared to make, attendance at meetings, Governing Board memberships, etc.
- Are these MOUs that we have created and gathered going to meet the State’s metric requirements?

REGIONAL HUB GROUP MEETING

Yamhill Early Learning Hub, McMinnville - December 18, 2015

Forms Discussion: (Tab Dansby)

- Each member has been asked to talk about a form that they found successful and/or helpful.
- Kristi May felt that the “Governing Board Packet” is one of her most successful forms because it keeps our Hub from printing out copies—saves lots of trees, keeps everybody organized, and is efficient. Originally we were uploading each individual document separately—some months there were LOTS of documents—and have now found a way to combine all the documents into one file, in the same order as the agenda, with a table of contents, with a short summary of what each document is about, with page numbers. Posted on Basecamp, with five printed packets, and any additional documents that have come along since the packet was posted. Keeps our Board members on-task and engaged during our meetings, without a lot of paper waste. Takes a couple of hours to put together each month, but is well worth the effort.
- Lisa Harnisch felt that the “Enhanced Strategic Plan” is her most successful form. Strategic framework, including vision, mission, values, region, governance info, target population, etc. Includes each of her goals, desired outcomes, key metrics, and Hub objectives. Following, each goal is fleshed out on its own page. Wants it to be a living document, and not something that we break out every few years and review. It’s a visual representation of the work of her Hub. Creating this document was a six-month project that was worked through several committees, including a “Metrics Task Force”, to help us refine our Strategic Plan. Reviewed what was there before, what are we currently working on, and what still needs to be accomplished – very metric driven. “Collective Action Team” also helped to refine and question what was finalized: validated the plan. Easy to understand, clear, bulleted document that encourages you to continue reading.
- Judy felt that the “Demographic Data Collection” was their most successful form. Wanted to have a sense of who they were serving, so created a form to include as much information as possible, without being too intrusive to families. Lots of check boxes, that touched on all the agencies that might be involved. Families upload it when they have completed it. No names or personal data, just demographic info. Several iterations to get it right. Had to change their form language several times in order to find terms that families would understand, such as “Primary Care Home”. Most families have no idea what that is, and it’s very difficult to explain, so changed their language on the form. Trying not to complicate it. Could have families filling out the form at more than one location, but haven’t found a way to combat it, yet. All of the data is put into an Excel spreadsheet. Funded partners are the ones handing out the forms to their families. English on one side, Spanish on the other.
- Jenn Richter felt that the “Family CORE” form was their most successful form. Not 100% perfect, but very good. Coordinated 0-5 years Referral Exchange. Given to family doctors in the area. Gives a central location to refer to. Family doctors fills out one form, and then they are faxed in. Referred family will be contacted. If there is an immediate need, it is handled immediately. No “release of information” is being signed off by the families, at this time. Name and birth information is confidential information and there are issues with using it without a “release of information” form. Maybe there is a separate form that should be attached when it is submitted? Several iterations of this form. Mostly doctors are filling out the form, but some churches are also involved. This form has been in use for about 6 months, and about 20 families

REGIONAL HUB GROUP MEETING

Yamhill Early Learning Hub, McMinnville - December 18, 2015

have been assisted. (Lane County is adding a form to Basecamp that their Early Intervention people are using that includes HIPA and FERPA.)

Future Discussions with ELD:

- Relationship of State to the Hub: Are we contractors of the State? We're not mini ELD offices, are we? Some Hubs are non-profit, some are community colleges, while others are CCOs. There are some distinctions, and it creates pros and cons for each Hub.
- Looking at grant opportunities, but being held back because our fiscal agent is higher education. Any thoughts?
- Challenges with metrics in collecting the information. Issues with the Kindergarten Assessment data, but resolved with a little help from ESD. Need to figure out where we are going to have issues.
- Initiative fatigue: How do we keep our partners from pooping out?
- System building: Projects seem to take over our time, but we should be creating a system.
- Keeping abreast of national and state developments.
- Shared learning: What are other Hubs doing that is really working? Sharing of good experiences. Ideas of what has worked in other areas.
- Break-out sessions around specific metrics. How are other Hubs addressing this problem? What has worked for them?

Successes:

- The Early Learning Hub will be launching their new website the first week of January. Also launching Vroom at Family Fun Day at Linn-Benton Community College in February, and Baby Blast at Lebanon Hospital in March.
- Yamhill Early Learning Hub is also working on their website and watching how other Hubs are creating and managing theirs' to get ideas. Also, launching Vroom in January. Social media event with agencies in the area wearing Vroom t-shirts and taking pictures to post on their webpage, "This agency supports Vroom!" Also trying to introduce the science of brain building and the practical applications.
- Marion/Polk Early Learning are working on bookmarks and rack cards for Vroom and their new parenting website. Launched a social media campaign on Facebook and their website. Including Vroom in all of their materials. Working to use pictures of local kids in all of their ads. Once Vroom is more associated with the Johnson and Johnson brand, we are hoping that it will "stick" better with our families. Also want to create a family Listserv so that we can send them materials about Vroom and any other future projects that come along.

Next Regional Hub Meeting will be held Monday, March 28, from 1-4pm, at Eugene Early Learning Alliance.

Meeting adjourned: 3:56pm