

# CENTRAL INDIANA FIRST STEPS

Public Awareness Committee Meeting

7/15/13 Date

Name	Agency	Changes to current contact info
1. Kaitlin Wagner	• First Steps	
2. Julie Rockwood	Parent	
3. Stacy Hobbs	LPCC	
4. <del>Katerina Alvarado</del>	LPCC	
5. Chaka Brown	CFF	
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

**Public Awareness Child Find Committee Meeting Agenda  
July 15, 2013**

**Outcome Statement:** Support the awareness and visibility of the First Steps system throughout the cluster to assist in the increased identification and referral of infants and toddlers.

**Performance Standards:**

1. 1.4% of children served with an IFSP will be under the age of 1 year.
2. The population served will be comparable to the demographics of the cluster.
3. Appropriate and timely referrals are to be made to the SPOE from a variety of community partners.
4. 3% of the cluster's infants and toddlers population will be served\*.

**Performance Measures:** Profile reports and First Steps data system reports will be utilized in the measurement of this performance standard. Cluster will meet performance metrics if cluster child counts remain within .5% of the current count, up to the target.

**1) Introductions (if needed)**

**2) Data**

**3) DCS Update**

**4) Family Outreach Update**

**5) LPCC "Awareness"**

**6) Announcement/Close**

**CENTRAL INDIANA FIRST STEPS  
 LOCAL PLANNING & COORDINATING COUNCIL  
 Public Awareness & Child Find Committee Meeting Minutes  
 July 15, 2013**

**Present:** Julie Rockwood (Parent), Kaitlin Wagner (SPOE), Pamela Humes(Covering Kids and Families), Stacy Holmes (LPCC) and Katarina Groves (LPCC).

Agenda Items	Discussion	Action Items
<b>Welcome &amp; Introductions</b>	<ul style="list-style-type: none"> <li>• The meeting was opened with introductions</li> </ul>	
<b>Data</b>	<ul style="list-style-type: none"> <li>• Stacy directed everyone to review the website data. She told the group that they would be looking at SPOE data and website data alternatingly each meeting.</li> <li>• The audience data shows the flow of visitors each week to the website. Each peak is a day and the valleys are weeks. She stressed that the numbers have been very consistent with the high between 40-60 visits each day. She instructed the group to look at the total visits, unique visits, page views and the page visit average. She said that a 2 page visit is pretty good and the average visit is 3 minutes. A high bounce rate could indicate that people come in and get the information that they need quickly. She indicated that 60% is not bad from the research that she has done. She pointed out the visits from different countries and the group agreed that it was interesting where some people have searched from.</li> <li>• The browser and operating system data shows that most people are using Explorer. She pointed out the keyword search which shows how people are coming to the site. The location data shows where most people are searching from. Mostly Indy and Central Indiana, but very surprising on how high the number is for Chicago. She pointed out a visual map of where people are searching from. Julie expressed that the LPCC</li> </ul>	

	<p>is doing a great job on outreach to the community.</p> <ul style="list-style-type: none"> <li>• Pam asked if Covering Kids and Families is linked to the site. Stacy said that she is linked through the resource list on the site, but there is no direct link shown on the site. Something to think about going forward.</li> <li>• Stacy explained to the group that she has used Flash to build the website and this has created a little bit of an issue. If someone is searching from their iPhone or iPad, some of the functions on the website do not work or show up, such as the drop down menu and the rotating screen. She will be addressing this at some point when she can determine the best fix for it.</li> </ul>	
<b>DCS Update</b>	<ul style="list-style-type: none"> <li>• Stacy shared with the group why DCS is sending a list of children to First Steps. It is so that a screen can be done. Families are mailed an ASQ to complete and return. If the ASQ indicates that further screening is warranted, they are referred on to the SPOE for follow up. Stacy has asked DCS to provide a cleaner list. She said that sometimes the county does not match up well with the address listed and that the list can be difficult to do a mail merge when there is incorrect info. The LPCC typically receives about 100-200 kids on a list, and maybe only 80 are valid on the list. Some are with a foster parent and they are removed from the list since they are seen through another program for screening called Jump Start. Michelle F. continues to work through the list and is doing a fantastic job.</li> </ul>	
<b>Family Outreach Update</b>	<ul style="list-style-type: none"> <li>• Stacy shared the Family Outreach committee has become the AD Hoc committee of this committee. They met and agreed to assume this function. They will continue to plan for the Reading is Fundamental Event</li> </ul>	<ul style="list-style-type: none"> <li>• The LPCC will recruit parents at the upcoming Reading is Fundamental Event.</li> </ul>

	<p>each year at Crossroads. They had some outreach ideas on how to reach families. Outreach has been difficult with budget cuts, and the funds for a lot of activities are no longer available. The committee suggested recruiting families at the Reading event since there is such a good turnout. Families can be recruited and then invited to the next meeting to start planning what they need as parents from the group.</p>	
<p><b>LPCC “Awareness”</b></p>	<ul style="list-style-type: none"> <li>• Stacy shared a flyer that she has developed to help recruit more parents. She had Michelle look at the flyer since she has an advertising background. She made the recommendation to use the hand symbol from the flyer on the website. Families will come to recognize the symbol as a link for them.</li> <li>• Stacy pointed out the wording “Families with children who have special needs”, and wondered if families whose children have less significant delays would identify with this label. It was suggested that the verbiage could be changed to children with developmental delays. Katarina recommended changing it to something a little more positive such as “Parents of children who have benefited from the First Steps program”.</li> <li>• The group agreed that there should be mention of the parent stipend to attend.</li> <li>• Michelle F. had previously suggested that it had been suggested that the new form be put on the back of the “Pat on the Back” form that is put in family handbooks. This might be an issue, however, if parents send back the Pat on the Back form. They would then have no copy of the outreach flyer. Something to think about.</li> </ul>	<ul style="list-style-type: none"> <li>• The LPCC will start to use the marketing flyer with the changes made to it.</li> </ul>
<p><b>Announcements/Close</b></p>	<ul style="list-style-type: none"> <li>• Stacy tested sending out new meeting reminders with a calendar link. This</li> </ul>	<p><b>Next Meeting: September 16, 2013</b></p>

	<p>could enable the committees to see the whole year and get the meetings on their calendars. Julie recommended putting an RSVP reminder as she was not sure if she was supposed to RSVP or not.</p> <ul style="list-style-type: none"><li>• No more announcements were needed and the meeting was adjourned.</li></ul>	<p><b>9 am, ProKids Inc.</b></p>
--	---	----------------------------------

Respectfully submitted,  
Katarina Groves