



Meeting Minutes – Educational Preparedness Working Group

Date: March 27, 2018

Time: 5:00-6:30 p.m.

Location: Prior Lake Library

Work Group Members:

Kirt Briggs	X	Judy Mack	X		
Kathy Busch		Tamara Severtson			
Renee Erickson	X	Emily Skahen			
Marie Johnson		Kami Thompson	X		
Kim Latterner		Barb Weckman Brekke	X		

Staff Members:

Suzanne Arntson		Jake Grussing	X	Mary Kay Stevens	
Lisa Brodsky	X	Kari Ouimette	X	Tawnya Ward	X
Sarah Geffre	X	Jennifer Schultz	X		

Guests:

Bob Crawford	X	Kathy Nielsen	X		
--------------	---	---------------	---	--	--

Agenda Item 1: Postcard Review (Kami and Kirt)

A few months ago Kim Latterner brought a preschool screening postcard to this group that Shakopee School District uses. The postcard was Shakopee specific and very heavy in the use of words; however, it sparked an idea for a screening postcard for all of the Scott County school districts. The goal is not to replace what the school districts are doing, their postcards, etc. but is intended to support their efforts and spread the message to houses that are perhaps not receiving school district mailings.

Kami presented a rough draft of the flyer. The flyer was designed to match the Readmobile design and color scheme to tie it back to that vehicle and the services being offered for children 0-5 and their caregivers. Other flyers could be produced in the future on a variety of topics (early literacy development, literacy campaign, etc.) in the future if desired using the branding and format. The flyer

has basic information about what preschool screening is, where families can go for preschool screening, who they should contact, etc. The design was kept simple enough to allow for both English and Spanish translations on the same flyer.

Kami and Kirt were originally thinking of mailing the flyer to every house in Scott County; however, printing and postage would run us around \$15,000 for approximately 59,000 houses. Most of that cost is postage. The group thought about the possibility of putting the flyer into the Scott County Scene since it could be sent with the Scott County Scene for no postage costs, however, it was not known if people would look at the flyer if it was tucked into the Scene.

Kami asked the group for their feedback and ideas about the postcard and distributing it.

- ❖ The group liked the idea, theme and branding of the flyer.
- ❖ The group felt it was important to use the term “preschool screening” on the flyer since that is what it is referred to by the school districts and the state. Consistency in verbiage is important to avoid confusion.
- ❖ The group asked if it is possible to include the flyer in with water or utility bills to avoid postage fees
- ❖ Rework the “Fact...” bubble. Early Childhood screening itself does not prepare children for kindergarten. The group looked at the Minneapolis School District website and noticed their description of Preschool Screening is a “process that supports children being ready for K.”
- ❖ The group asked what districts do already. Do they already send postcards or flyers? Are their methods effective? Do districts engage entire districts or only where they believe there are children enrolling in kindergarten soon? Do they miss a large population? It is unknown what all seven districts do at this time.

The bigger topic of conversation centered on how to talk with school districts about the flyer in April. We want to think long term and build relationships with each of the districts and be mindful that we’re not coming across as outside interference. We don’t want to develop solutions for them without their voice at the table and collaborating as partners, but rather we want to support the school district in their efforts.

Instead of mailing the flyer to every household in Scott County (and potentially coming across as interfering with the school district or duplicating efforts), it was suggested that perhaps we create the flyer with the idea of having it available inside the Readmobile, at the CAP agency, WIC, PACE, Public Health Clinics, outreach events, etc. This would allow us to get the word out about Early Childhood Screening and its benefits (potentially reaching an audience the school districts don’t already reach) while also not interfering with school district efforts. It was also pointed out that while mailings may reach many households, for many families in the community, a personal handout from someone they trust (public health nurse, financial assistance worker, librarian, etc.) will have a bigger impact.

We could ask the school districts for their feedback at the April meeting. This would provide an opportunity for us to collaborate together on this project, building relationship and engaging the districts.

It was suggested the flyer have main streets added to it to help provide clarity and definition around where someone might be in their particular school district. For families on the borders of school districts who might be unsure which district they are part of, it is okay if kids are screened in one district, but attend school in a different district as their MARSS number will follow them district to district. It was also suggested the flyer be made available in Russian as well as English and Spanish. Since we will not be mailing the flyer, we could create three separate flyers (one in each language) instead of trying to fit two or three languages on one flyer.

Agenda Item 2: Prepare for April Meeting with Schools (Kami and Kirt)

We have extended invitations to the school districts to join us at our April meeting. Kami asked that the group take some time to think through and prepare how we want to engage school district staff, what we want to talk about and how to get the conversation started.

Suggestions included:

- ❖ Give an overview of SCALE—What is it? What issues is SCALE trying to solve?
- ❖ What is Collective Impact (CI)?
- ❖ How were the CI groups formed?
- ❖ CI is focusing on sustained economic vitality to support Scott County. Going forward we need to invest in children at the earliest age. The County often sees children before the school districts do, so we want to work together and coordinate our efforts to help families in Scott County.
- ❖ We are trying to assist the school district in their efforts, not replace what they are doing.
- ❖ Language and approach are important

The group also suggested that either a “one pager” or some sort of information to send to the school district staff ahead of time before coming to our meeting might be helpful. Jake and Kathy will work on the “one pager” for school district staff.

It was also suggested that we might ask the school districts what they are already doing to try to solve issues they see in the community, what they have heard, how they think we can help and assist them in their efforts, what steps they have taken to try to reach kids for screening and/or reduce kindergarten surprises.

Agenda Item 3: IZI Review (Kami and Kirt)

The group did not make it to this agenda item. It has been tabled until the May meeting.

Agenda Item 4: Project Updates

- ❖ **Steering Committee Update**
- ❖ **Scott County Update**

The group did not make it to this agenda item. It has been tabled until the May meeting.

Agenda Item 4: Misc. Updates

Public Health recently received a \$15,000 grant to purchase items as part of a United Way Campaign to create welcome baskets for new moms. Inside the baskets will be items (in English and Spanish) for recipes, kid basics information, etc. The Preschool Screening postcard could also be put into the baskets

as well as legal releases for data sharing the county is working on (beginning stages, nothing final yet). Public Health is also looking at purchasing Pack and Plays.

Kathy Nielsen announced that she is resigning. She has been glad to see the journey the Collective Impact effort has started on and is excited for the Ed Prep group on future projects.

Homework

1. Jake and Kathy will work on the “one pager” for school district staff.
2. Tawnya will present information about her conversation with Belle Plaine school district staff at the May meeting.
3. IZI Review information should be available by our May Meeting.

Next Meeting Date: April 24, 2018 from 4:30-6:30 p.m. at Shakopee City Hall location. (Note time and location change)

Minutes taken by Sarah Geffre

Educational Preparedness Vision Statement
Ensure children are developmentally on track and prepared for educational success.

