

OPEN MEETING MINUTES

Instructions: [F-01922A](#)

Name of Governmental Body: Governor's ICC Council			Attending: Council Members: Julie Walsh (Chairperson) Jennifer Bibler; Jonelle Brom; Candice Hansen; Laura Holmes (phone); Jennifer Kelly; Kristine Nadolski; Rosemarie Navarro-RedHail; Lisa Roberts; Elizabeth Wahl; Theresa Wixom; Jennifer Kelly (phone) Public Attendees: Lisa Hanks; Lana Edwards DHS State Staff: Becky Granger; Anne Larson; Kate Johnson; Jesse Vail Kelsey Vincent; Breah Smith; Autumn Knutson; Dana Romary
Date: 2/12/2020	Time Started: 9:00 a.m.	Time Ended: 2:30 p.m.	
Location: Holiday Inn At The American Center, 5109 West Terrace Drive, Madison			Presiding Officer: Julie Walsh
Minutes			

Welcome and Introductions:

Julie Walsh (Council Chair) called the meeting to order at 9:00 a.m.

Public Comments:

No public comments provided

MOTION: Laura Holmes made a motion to approve the October 23, 2019, and January 23, 2020, meeting minutes without changes, seconded by Terri Wixom. Motion passed unanimously

Recap of Discussion and Decisions from 10.23 meeting–2020 Focus–Access and Outcomes–planning for afternoon

Julie Walsh, Autumn Knutson, and Sarah Kate Johnson each provided an overview of the agenda and activities for the day including the charge of each breakout group including “Program Access” and “Child and Family Outcomes”.

The Council split into two workgroups:

1. Program Access

The Program Access work group charge was to discuss, reflect and develop recommendations for who the Birth to 3 Program serves, including outreach, referral, and enrollment. They identified the following recommendations:

- Marketing the Birth to 3 Program targeting:
 - Local physicians.
 - Larger medical clinics and hospitals, including direct dialogue with CEOs, administrators, or directors of larger institutions.
 - Private insurance and electronic health record companies, such as Wisconsin American Academy Board of Pediatrics (WIAAP) or EPIC.

- Professional or membership organizations including: Wisconsin Occupational Therapy Association (WOTA), Wisconsin Speech-Language Pathology and Audiology Association (WSHA), or Wisconsin Physical Therapy Association (WPTA); Division of Early Childhood (DEC) or National Association for the Education of Young Children (NAEYC).
- Other related programs such as the Department of Children and Families (DCF) Home Visiting Program.
- Branding of the Birth to 3 Program. including:
 - Answering the question, “Why is the Birth to 3 Program effective?”
 - Contracting with a marketing and research firm to develop an updated logo, tagline and branding materials stickers, window clings, billboards, cups, pens, etc.
 - Statewide distribution and use of common branding material and message
 - Development of a Birth to 3 Program app
 - A clear and concise explanation of evidenced-based practices
- Data analysis, including:
 - Percentage of children exiting early and exit reasons
 - Variance across counties and distinguishable patterns
 - Percentage choosing not to enroll
 - Tracking families moving from one county to another and did not reenroll
 - Percentage of children with multiple referrals without enrollment
 - Follow up with families either survey or interview regarding why left or not enroll
- Petition legislators to fill the ICC membership requirement
- Seek local program “champions” willing to promote and support our program including all disciplines
- Promote the Wisconsin State Legislature joint resolution on early childhood brain development: <https://docs.legis.wisconsin.gov/2013/related/proposals/sjr59>

2. Child and Family Outcomes

This work group charge was to discuss, reflect and develop recommendations to improve the impact of the Birth to 3 Program services with infants, toddlers and their families. They identified the following recommendations:

- Increasing family survey return rates
 - Evaluate the current process of how we distribute the survey.
 - Improve or update current technologies used to connect with families.
 - Develop a softer, more appealing message like a “report card.”
 - Reexamine the content of the survey and update with new questions.
 - Communicate to families prior to the survey to sharing the importance and purpose of the survey.
 - Ask questions like “Why did you say yes to the Birth to 3 Program?” or “How did you hear about the Birth to 3 Program?”
- Improved Child Outcomes
 - DHS provide incentives for programs to secure the needed personnel, including Early Childhood Special Education (ECSE) teachers, occupational therapists, physical therapists and speech language therapists.
 - Assure comprehensive fidelity across all programs through required training, development of modules for various aspects of the program (transition, coaching, etc.), and requirement of an ECSE teacher for all teams.

- Communicate with families and the community how the Birth to 3 Program provides services, not what is provided.

Identify 2022–23 Budget Proposal Recommendation from ICC

- Branding and marketing of the Birth to 3 Program
- Collaboration with the Department of Public Instruction (DPI) for funding to support early childhood special education teachers
- Improving the family survey, distribution, content, etc.
- Consistency in training efforts for all staff and providers
- Selecting evaluation/assessment tools for consistency in service provision across the state.

Status on Social-Emotional Innovation Grants to B-3 Programs

BCS staff provided a summary of the response to the grant application, including 21 individual county proposals and 12 joint proposals representing 31 counties; one proposal included partnership with a Tribal Nation. All four regions and all county sizes are represented. Proposal amounts ranged from \$11,526 to \$250,000, and the total amount requested exceeds the \$1,266,397 available. Most included a new measurement tools for screening, evaluation or ongoing assessment. Common themes included:

- Increased training in the use of evidenced-based practices
- Improved collaboration with partners- DCF
- Improved parent-relational focus- attachment
- Training and Reflective supervision
- Building the competence, confidence and retention of staff

Part C FFY 2020 Grant Amount Notice

The FFY 2020 Part C grant amount notice included a slight increase of \$145,000.

Drafting Grant Application May 2020

The 2019 Budget included a one-time additive Birth to 3 Program Allocation of \$1.125 million per year, with the requirement to request the amount in subsequent years. Additional funding will be disseminated to Birth to 3 Programs via an established methodology resulting in every county receiving a set percentage of the total funding.

Drafting SSIP for submission April 1 (upcoming)

BCS is finalizing the State Systemic Improvement Plan (SSIP), which may be the final SSIP submission.

Next Meeting:

The next ICC meeting will be held on Friday, May 8, 2020, as part of Circles of Life conference in the Wilderness Hotel Wisconsin Dells.

Adjournment:

- **MOTION:** Lisa Roberts made a motion to adjourn and was seconded by Jonelle Brom. Motion passed unanimously