

# CENTRAL INDIANA FIRST STEPS

Public Awareness Committee Meeting

11/9/18/13 Date

Name	Agency	Changes to current contact info
1. Julio Rockwood	Parent	
2. Claire Joya	Healthy Families Villages	
3. Michelle Fates	Parent	
4. Jason Bear	CTC	
5. Katana Suarez	LPCC	
6. Stacy Holmes	LPCC	
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**CENTRAL INDIANA FIRST STEPS  
 LOCAL PLANNING & COORDINATING COUNCIL  
 Public Awareness & Child Find Committee Meeting Minutes  
 November 18, 2013**

**Present:** Julie Rockwood (Parent), Claire Joya(Healthy Families), Michelle Fetes(Parent), Jason Berty(CTC), Stacy Holmes (LPCC) and Katarina Groves (LPCC).

<b>Agenda Items</b>	<b>Discussion</b>	<b>Action Items</b>
<b>Welcome &amp; Introductions</b>	<ul style="list-style-type: none"> <li>• The meeting was opened. No introductions were needed.</li> </ul>	
<b>Data/Website analytics</b>	<ul style="list-style-type: none"> <li>• Stacy directed everyone to take a look at the website “overview” page with the pie chart. She pointed out that the returning visitors category has been around 60 % consistently which is good. She explained that each peak on the graph indicated a week’s time and the high points represented weekdays, whereas the low points indicated weekends. She pointed out that the month of September had some very high peaks or visits and she is not sure why that is.</li> <li>• Next she directed everyone to take a look at the map overlay page which shows visits from all over the world. Interesting to see the various countries that have landed on the site.</li> <li>• The bounce rate is an indicator of whether they meant to land on our site. Many show a quick exit from the site.</li> <li>• The device category sheet shows what technology users are using to access the site, such as desktop, mobile or tablet. Stacy pointed out that the use of mobile devices has increased quite a bit. The SPOE is using tablets now which could contribute to an increase in their usage.</li> <li>• The engagement data shows how long someone stays on the site. The data indicates that most engagement on the site is under 10 seconds and the second highest amount of time spent is 60-180 seconds.</li> <li>• The primary dimensions data sheet shows the number of page views for users, the number of unique page views, from where people enter the site, and the bounce rate. The data shows that most people enter the site through the home page. The second would be the “About Us” page which makes sense as all new providers must come to the site to get more information about the</li> </ul>	

	<p>LPCC. Next would be the available providers page, then our organization page, eligibility, referral page, SPOE, LPCC, Agency page, meeting minutes, developmental check list (in that order). Michelle stated that it appeared that the key pages are being visited.</p>	
<b>Website</b>	<ul style="list-style-type: none"> <li>• Stacy shared with the group that the drop down menu on the website does not work on iPhones. She has researched and some of the programs out there are too expensive. She has figured out another alternative whereby a user can click on a link on the site which will take them to an alternate site designed for Apple gear. She has found HTML code to make it work. She directed everyone to take a look at the Kohl's website on their phones. This is how she is thinking she will fix the issue and address the access issues by doing something similar to the Kohl's site.</li> </ul>	
<b>Family Outreach Ad Hoc Update</b>	<ul style="list-style-type: none"> <li>• Stacy gave an update of the last First Steps to Reading Fun event held on September 21<sup>st</sup> at Crossroads. There were about 250 people in attendance. A lot of volunteers were there this year from the guild. Many brought their husbands as well to help with set up.</li> <li>• This year the Optic Nerds musical group with Ann Hughes was on hand for entertainment. There was a pony and rabbits that the kids could pet. The hayride was available to take families over to gather an apple and hear a story, before returning to carve the apples. There were games and crafts as well.</li> <li>• Stacy shared that volunteers were recruiting badges to encourage families to join the council. Every family was sent home with information about the council and the upcoming Family Outreach committee meeting that was held on October 8<sup>th</sup>. She shared that in hindsight, we should have collected contact information from families in order to touch base with them before the meeting and give them a reminder. No new parents were in attendance for the meeting.</li> <li>• Michelle shared that it may be too hectic for families while they are in the program still to attend a meeting, but it might be better to target families as they exit the program. Stacy said that we could probably pull this information from the SPOE site and contact families or maybe SC's could give families council info during the exit</li> </ul>	

	<p>interview. Jason said that families who have had more than one child in the program totally get the value of the program and may be more apt to volunteer.</p> <ul style="list-style-type: none"> <li>• Jason inquired as to whether foster parents could come to a meeting as a part of their requirement to be a foster family? Stacy said that she wasn't sure since it typically needs to be an educational piece in order to qualify. She said that she could probably check with Nicci who works in the foster care arena and has also worked for Villages in the past.</li> </ul>	
<b>CPP Letter/Holdback</b>	<ul style="list-style-type: none"> <li>• Stacy shared that the LPCC outcomes for the holdback were good and in compliance. She stated that the state requires a 100% compliance rate and we must show how we will continue to be in compliance in the future.</li> <li>• The next holdback is due on November 22<sup>nd</sup>. She stated that she is not worried and feels like the public awareness committee is doing great with adherence to their outcomes. She stated that the reporting format is pretty much the same this time around.</li> </ul>	
<b>Physician Awareness (Residents and IU Collaborative)</b>	<ul style="list-style-type: none"> <li>• Stacy shared that she continues to meet with IU residents at least monthly. It is a requirement of their rotation to come and check out First Steps. She shares the physician packets with them and shows them a video.</li> <li>• IU Collaborative- IU has started sending a list of kids to check on their status in our program. Stacy has been reporting to them whether a child was eligible or not. Stacy has requested any data trends from this group's information tracking be shared with the PA/CF Committee.</li> </ul>	
<b>Announcements/Close</b>	<ul style="list-style-type: none"> <li>• Michelle shared that she continues to work on the DCS list. It has not been worth her time to check the list against the SPOE database to see if they are any existing First Steps children. If a child has been terminated from the First Steps program, it might be worth having them receive the ages and stages questionnaire as there may have been changes in their development. The lists have become much smaller and easier to manage. There are a lot of foster parents on the list as well.</li> <li>• Jason shared that the new SPOE software seems to be quite effective. It will make things more timely and consistent as everyone moves to the new</li> </ul>	<b>Next Meeting: January 27, 2014 9am, ProKids Inc</b>

	<p>program management system. It is a web based system and all agencies will be moving to the new system. Jason would like to see quarterly reports added to the system. CTC has been trialing it for a while now.</p> <ul style="list-style-type: none"><li>• Claire shared that Healthy Families just had their quality review and they passed!</li><li>• No other announcements were needed and the meeting was adjourned.</li></ul>	
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Respectfully submitted,  
Katarina Groves