

MAPP Communication Workgroup Meeting

Wednesday, June 5th 2024 2:00p – 3:30p

Via In-Person & Zoom

Present In-Person: Hannah, Anna, Lorne, Joscie, Michael Rossel, Claudia, Derotha

Present via Zoom: None

Notetaker: Hannah

TIME	TOPIC	DISCUSSION	ACTION
2:00-2:20	Welcome, Intros & Review	<p>Cynthia managing a team of 13 SOA employees working on childcare around the state of Alaska.</p> <p>Michael is compiling information for families that he works with and for the person who will be in his position next (moving to FBX).</p> <p>Claudia childcare is a need of clients and the greater Homer area, founder of Kachemak Kids</p> <p>Rhapsody with Nine Star working with ages 16-24 on job support and coaching, just started working with school-age students on summer employment</p> <p>Lorne Carroll, a public health nurse focused on specifics of public health (e.g. communicable diseases). Population first focus on the division focused on entire 15,000 SKP residents - childcare as part of upstream prevention</p> <p>Joscie CACS environmental education and programs for all ages, also offer youth recreational programs, summer camps, and afterschool offerings.</p> <p>Anna John Hopkins University</p> <p>Hannah MAPP Coordinator</p> <p>Derotha SPH is opening a licensed childcare soon it is the number 1 concern of the largest employer in town.</p>	

TIME	TOPIC	DISCUSSION	ACTION
		<p>Review Housing Audience Segmentation</p> <p>Audience Segmentation Exercise - Housing</p> <p>1. Identify target audiences for communication.</p> <p><u>Individual:</u> Vulnerable populations looking for housing</p> <p><u>Organizational: Industry as a whole</u> Industry professionals</p>	
2:20-3:15	Audience Segmentation - Childcare	<p>Audience Segmentation Exercise - <u>Child care</u></p> <p>1. Identify target audiences for communication.</p> <p><u>Individual:</u> Parents and caregivers seeking child care.</p> <p><u>Organizational</u> Employers who can partner with <u>child care</u> providers. Child care providers Organizations in the community that can link families to <u>child care</u> resources (support agencies)</p>	

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		<p data-bbox="583 152 1283 180">2. Identify segmentation criteria for each target audience.</p> <table border="1" data-bbox="541 180 1373 743"> <thead> <tr> <th data-bbox="541 180 863 220">Key Audiences</th> <th data-bbox="863 180 1373 220">Segmentation Criteria</th> </tr> </thead> <tbody> <tr> <td data-bbox="541 220 863 743"> <p data-bbox="552 228 695 253">Audience 1:</p> <p data-bbox="552 261 743 285">Individual-Level</p> <p data-bbox="552 334 821 394">Parents and caregivers seeking child care.</p> </td> <td data-bbox="863 220 1373 743"> <p data-bbox="873 228 1037 253">Needs-based:</p> <ul data-bbox="919 261 1318 605" style="list-style-type: none"> ● After school programs ● Low income ● Single parents/caregivers ● Non-traditional working hours ● Values-based (ex. faith-based, forest schools) ● Location ● Educational opportunities ● Age ● Disabilities <p data-bbox="873 651 1094 675">Domestic Violence</p> </td> </tr> </tbody> </table> <p data-bbox="506 886 1703 1044">SPH was gathering data before the funding (Federal Rescue Act) was available (shovel ready). NTC has also opened a Childcare Center that is the ideal size for the community (licensed all staff to be administrators so that they can remain open even when staff are ill).</p> <p data-bbox="506 1097 1661 1214">Licensed providers are listed on the Alaska CCPO website. Unlicensed are not as easy to access. Cynthia is encouraging all to get licensed because that opens the door to grant funding, more coming available in July.</p> <p data-bbox="506 1268 1230 1425">Organizational groups:</p> <ul data-bbox="552 1308 1230 1425" style="list-style-type: none"> - Employers - Childcare Providers - Organizations that are connected to families 	Key Audiences	Segmentation Criteria	<p data-bbox="552 228 695 253">Audience 1:</p> <p data-bbox="552 261 743 285">Individual-Level</p> <p data-bbox="552 334 821 394">Parents and caregivers seeking child care.</p>	<p data-bbox="873 228 1037 253">Needs-based:</p> <ul data-bbox="919 261 1318 605" style="list-style-type: none"> ● After school programs ● Low income ● Single parents/caregivers ● Non-traditional working hours ● Values-based (ex. faith-based, forest schools) ● Location ● Educational opportunities ● Age ● Disabilities <p data-bbox="873 651 1094 675">Domestic Violence</p>	
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		<p>Completed checklist for all of the distinct categories</p> <p>Low Income: Two distinct categories: people on public assistance and those who are not, but may still need support (SNAP, Medicaid, etc.)</p> <p>Removed those in the non-traditional working hours (outside of 9-5 model) can be reached via their employers and other message focus areas could be applicable to them.</p>	
	<p>Closing & Next Meeting Date</p>	<p>Next Meeting:</p> <ul style="list-style-type: none"> - <i>Wednesday, June 12th 2-3:30pm</i> - Agenda: Continue Audience Segmentation 	

TIME	TOPIC	DISCUSSION	ACTION
	Zoom Chat	None	