

# MAPP Communication Workgroup Meeting

Wednesday, June 12th 2024 2:00-3:30p

Via In-Person & Zoom

Present In-Person: Hannah, Anna, Lorne, Cynthia, Rhapsody, Joscie

Present via Zoom: None

Notetaker: Hannah

TIME	TOPIC	DISCUSSION	ACTION
2:00-2:10	<b>Welcome, Intros &amp; Review</b>	<p>Welcome &amp; hello!</p> <p>Brief recap - ID'd individual (parents &amp; caregivers seeking childcare) and organizational (employers, and childcare providers) audiences.</p> <p>Current numbers:</p> <ul style="list-style-type: none"><li>- May 2022 we had 56 slots and as of 112 slots in May 2024</li><li>- 40-70 spots coming via the SPH program and possibly that many more as well coming with the forthcoming COTR program</li></ul>	
2:20-3:15	<b>Audience Segmentation Continued</b>	<p>Individual Level Analysis (parents &amp; caregivers seeking childcare)</p> <p>From the checklist:</p> <ul style="list-style-type: none"><li>- Substantial: doesn't just mean size, it could also mean importance (e.g. underserved and potential impact).</li></ul> <p>Individual Audience:</p> <ul style="list-style-type: none"><li>- From values-based to focus areas and domestic violence were both moved from individual audience to organizational.</li></ul> <p>Visit our long-term communication goal - e.g. here is where you can locate information on childcare opportunities near you (versus just a point in time/one-time communication piece).</p>	<p>Cynthia is willing to host a community meeting on how to become a provider (get more details)</p>

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		<p>Finalized Audience Segmentation - Individual Level:</p> <p>2. Identify <b>segmentation criteria</b> for each target audience.</p> <table border="1" data-bbox="552 245 1703 532"> <thead> <tr> <th data-bbox="552 245 884 285">Key Audiences</th> <th data-bbox="884 245 1703 285">Segmentation Criteria</th> </tr> </thead> <tbody> <tr> <td data-bbox="552 285 884 532"> <p><b>Audience 1:</b>  <b>Individual-Level</b></p> <p>Parents and caregivers seeking child care.</p> </td> <td data-bbox="884 285 1703 532"> <ul style="list-style-type: none"> <li>● Caregivers seeking <u>after school</u> programs</li> <li>● Families on public assistance</li> <li>● SNAP and Medicaid recipients</li> <li>● Location - tailored to each SKP community</li> <li>● Caregivers of children with disabilities</li> </ul> </td> </tr> </tbody> </table> <p>Organizational Audiences:</p> <ul style="list-style-type: none"> <li>- Employers <ul style="list-style-type: none"> <li>- Large employers in each community, per Rhapsody DOL should have that information to identify top three in each community</li> <li>- A variety of diverse employers</li> </ul> </li> <li>- Childcare Providers <ul style="list-style-type: none"> <li>- Subdivided into “Licensed” and “Other” and “In-Home”</li> </ul> </li> <li>- Organizations in the community - HOLD FOR NEXT MEETING</li> </ul>	Key Audiences	Segmentation Criteria	<p><b>Audience 1:</b>  <b>Individual-Level</b></p> <p>Parents and caregivers seeking child care.</p>	<ul style="list-style-type: none"> <li>● Caregivers seeking <u>after school</u> programs</li> <li>● Families on public assistance</li> <li>● SNAP and Medicaid recipients</li> <li>● Location - tailored to each SKP community</li> <li>● Caregivers of children with disabilities</li> </ul>	
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		<div data-bbox="537 134 873 881" style="border: 1px solid black; padding: 5px;"> <p><b>Audience 2: Organizational-Level</b></p> <p>Employers, <u>child care</u> providers, support agencies</p> </div> <div data-bbox="873 134 1713 881" style="border: 1px solid black; padding: 5px;"> <p><b>Employers</b></p> <ul style="list-style-type: none"> <li>● The Chamber - local and Alaska</li> <li>● Large employers - top three from each community (DOL labor statistics)</li> <li>● Coast Guard</li> <li>● State - Fish and Game, Troopers, DOT, DPA, DOH, Job Center</li> <li>● School district</li> </ul> <p><b><u>Child care</u> providers (licensed or seeking licensure)</b></p> <ul style="list-style-type: none"> <li>● Church on the Rock</li> <li>● SPH</li> <li>● Ninilchik Traditional Council</li> <li>● Seldovia Pre-School</li> <li>● Home-based <u>child care</u> providers</li> <li>● Girasol</li> <li>● KP Boys and Girls Club</li> </ul> <p><b><u>Other child care</u> providers</b></p> <ul style="list-style-type: none"> <li>● After school programs</li> </ul> </div> <div data-bbox="537 930 873 1287" style="border: 1px solid black; padding: 5px;"> </div> <div data-bbox="873 930 1713 1287" style="border: 1px solid black; padding: 5px;"> <ul style="list-style-type: none"> <li>● Recreational programs (The Center summer programs, CACS, <u>sport clubs</u>)</li> <li>● Forest schools</li> </ul> <p><b><u>In-home care</u> providers</b></p> <ul style="list-style-type: none"> <li>● Home-based child care providers, relatives</li> <li>● Postpartum doulas</li> <li>● Au pair</li> <li>● Care share model - nanny shares, sitter co-op</li> </ul> </div>	

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	Closing & Next Meeting Date	<p><b>Next Meeting:</b></p> <ul style="list-style-type: none"><li>- <i>No meeting next week</i></li><li>- <i>Next meeting will be Wednesday, June 26th or July 3 2-3:30pm based on availability</i></li><li>- <b>Agenda: Pickup and complete our Organizational Audience Segmentation</b></li></ul>	
	Zoom Chat	None	