

MAPP Communication Workgroup Meeting

Wednesday, July 10th 2024 2:00-3:30p

Via In-Person & Zoom

Present In-Person: Derotha, Lorne, Anna Passaniti, Hannah Gustafson, Claudia, Rhapsody, Cynthia West, Red (left at 3p)

Present via Zoom: Mary Darbonne

Notetaker: Mary

TIME	TOPIC	DISCUSSION	ACTION
2:00-2:10	Welcome, Intros & Review	<p>**Note: Two links for this meeting - wrong link in calendar invite, use link in email*</p> <p>Welcome & hello!</p> <p>Updates:</p> <ul style="list-style-type: none">- 32 people have signed up for Food Security focus group at the Homer Food Pantry on July 22nd <p>Today's Agenda:</p> <ul style="list-style-type: none">- Take main audiences and ID key constraint, desired change, timeframe <p>Recap:</p> <ul style="list-style-type: none">- Finished Audience segmentation last week <div data-bbox="611 1019 1646 1419" style="border: 1px solid #ccc; background-color: #f9f9f9; padding: 10px;"><p>Audience Segmentation Exercise - Child care</p><ol style="list-style-type: none">1. Identify target audiences for communication.<p><u>Individual:</u> Parents and caregivers seeking child care.</p><p><u>Organizational</u> Employers who can partner with child care providers. Child care providers Organizations in the community that can link families to child care resources (support agencies)</p></div> <p>-</p> <p>-</p>	

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2:15-3:15	Program Analysis	<p>Goal of Program Analysis: To acknowledge what barriers there might be to accessing these messages or resources and to identify what are we hoping will happen because of this messaging (subdivided categories will come back down the road)</p> <p>Individual Level- Key Constraints:</p> <ul style="list-style-type: none"> - Hours of operation, - Financial, - lack of resources/availability, - geography, - transportation, - Child Developmental needs, - rumor/misinformation, - lack of information or where to find, - age of child (infant childcare) <p>Desired Change:</p> <ul style="list-style-type: none"> - Action: Parents and caregivers will find, access, and sustains child care that meets their needs, - Knowledge: Parents and caregivers will easily access and apply for State child care assistance program Easily applied for and accessed. <ul style="list-style-type: none"> - Parents and caregivers access information about childcare options w/ timeliness and security, <p>Time:</p> <ul style="list-style-type: none"> - Knowledge: Within 6 months (Holiday break check-in) <ul style="list-style-type: none"> - Idea to keep interpersonal innovators/gate keepers updated every 6 months (working group from key organizations to update each other). - Action: Within 1 year <p>Organizational Level- Employer:</p>	

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		<ul style="list-style-type: none"> - Key Constraints: <ul style="list-style-type: none"> - Lack of knowledge of available childcare - Human resources - time, knowledge, access to information - - Desired Change: <ul style="list-style-type: none"> - Employers understand that child care is a part of employability <ul style="list-style-type: none"> - “Childcare is a critical infrastructure” - Employers help employees find childcare so they can work - Time: <ul style="list-style-type: none"> - understanding: within 6 months - Questions asked by employers during onboarding, effective within next year <p>Child care Providers:</p> <ul style="list-style-type: none"> - Key Constraints: <ul style="list-style-type: none"> - Time constraints - Extra workload - Lack of volume/variety of options - Connections with and awareness of other providers - Access to potential clients - social networks limited - Desired Change: <ul style="list-style-type: none"> - Staff has experience, knowledge, and training to meet childrens’ unique need - Providers have information and ability to connect caregivers with child care providers who can meet their child’s needs - Providers are aware of their limitations and know about other providers that can fill those needs for other caregivers - Time: <ul style="list-style-type: none"> - Provider awareness: Within 3 months (provider appreciation gatherings, connect providers with support agencies) - Providers have the info to connect: within 6 months - Staff training: within 1 year 	

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		<p>Support Agencies (Sprout, churches, school district, coalitions, etc.)</p> <ul style="list-style-type: none"> - Key Constraints: <ul style="list-style-type: none"> - Being siloed, not being connected to other happenings - Turnover/Loss of knowledge - Capacity - Mission of agency - prioritization of primary mission of agency. - Desired Change: <ul style="list-style-type: none"> - Support agencies to have up-to-date info - Agencies distribute up-to-date info on child resources - Time: <ul style="list-style-type: none"> - Quarterly “parties” maybe hosted by MAPP framed as an “appreciation event.” Effective within 3 months - Up-to-date info out within 6 months, to be updated annually 	
	<p>Closing & Next Meeting Date</p>	<p>Next Meeting:</p> <ul style="list-style-type: none"> - <i>Next meeting will be Wednesday, July 24th 2-3:30pm</i> - Agenda: Creative brief 	

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	Zoom Chat	None	