

NeHSA Advisory Meeting

2/15/23

Meeting called to order at 9:00

Present: Steph Knust, Erika Fink, Kathleen Riley, Justine Bochart, Bethanie Grass, Deb Ross, Niki Gemar, Kristen Fagen, Angie Antholz, Audra Ostrich, Jill Bomberger, Andrea Wortman, Mustafa El Scari, Donna Veatch, Jessica Johnson, Christie Ference, Shelby Sattman, Mary Lariviere, Lisa Giboney, Paula Thompson, Jennifer Sorenson, Tiffany Shonerd, Jenn Malone, Krystie Hohnstein, Mary Lunsford

Regional Office-No news on COLA or quality funds yet. Recipients be ready as applications will be fast. Webinar tomorrow on the COVID grant close outs. The grants will close on March 31st.

Region VII T/TA-see report

Bethanie highlighted a few items from her report.

- Hot Topics and Spotlight Thursday-check out topics, resources and information.
- Lunch and Learn is continuing-Mental Health on 2/22-see report for other networking dates/topics
- MAP training in April/May, submit applications asap.
- Home Based Institute (virtual) information planned for May or June.
- Planned Language Approach may be offering an academy this summer. May be connecting it to the Leadership Conference.

Region VII Association-see report

- Shout out to board members!
- Annual Conference has been re-designed, open to all, not just leadership. Check out new sessions and think about which staff would benefit the most.
- Announcement for Annual Conference (“Getting Your Ducks in a Row”) included in report. The world’s largest duck will be attending the conference.
- Awards, March 24th deadline. Winners will be honored at the annual conference.
- Registration open for Feb 28th Intensive Training Sessions: The Cliff Effect webinar.
- NHSA Conference information, May 8-11
- National Board voted on the policy agenda. They are creating a two-page document summarizes the policy agenda for everyone to use as a resource.

NeHSA Chair- see report

- Reminder to join water cooler calls, the third Thursday.
- Stand up calls every Monday.
- PAT dates were shared with Directors. Nebraska is not sponsoring this event but we were able to get people registered before the dates were made public. Any questions, let Niki know. PAT does not know when they will be offering in person events again.
- Ignore the 523 for PFCE in the report

- Continue to work on the ECIDS
- Funding for Head Start is under scrutiny, make sure to invite leaders to visit centers and share information.
- Annual report is available, if you want a hard copy, please let Niki know.
- Strategic Plan needs to be updated, review in committees.
- Audit was successful. Hard copy of Audit is available, let Niki know.

NeHSA Executive Director-see report

- Busy with the policy group and the focus on fingerprinting.
- Attended the LB115 meeting. They will be making visits at the capitol.

View Promo Video for Policy Council-Jessica Johnson

Manon Marketing Presentation-pdf will be shared

Three things that will help enrollment

1. Optimize presence-when people search key words are you coming up? First, make sure that key words that people will use to search for you, make sure to use those words in your website. Have a page for all of your services so you can have specific words. SEO Search Engine Optimization. Your address listing must be the same on all sites or it will cause problems with searches. Make sure your name and address are the same on all listings. Program description should also be the same on all sites. Having consistent information will help with your ranking. Google my business is how you are listed. Sometimes programs do not own their own listing. Go to google, type in name, if you are not owned, make sure to own it. Parents who are looking will click on the images so make sure you have good images. Upload pictures.
2. Social Media-are you setting it up in the best way and are you building your following? Does it work? Yes. What channel should you use and how often? Where is the target group? The target group is parents and grandparents. Instagram and Facebook are the two most relevant for our target audiences. Use your logo correctly, it should go directly to the left (snip tool on PC) of your name, create one image that you use on all social media. Loomly.com will allow you to post all of your social media all at once for the week. Canva is the same kind of idea. Post in the late afternoon and evening when there is the most traffic. Post different things: e.g., free diapers, free meals, be informative; fun things, pictures of teachers. Short video's once/month of classroom activities. Recommended a "Likes campaign" on Facebook.
3. Branding is different from marketing. Create an attractive brand that is used consistency on all materials/sites. Branding is subconscious, we love good looking brands. Branding is the message or the story of your program, associated with a feeling. Marketing is what you are actually doing, your strategies.

Offering a free hour to each program. She will be sharing her presentation with everyone. Shared in the chat and Niki will also share it out with minutes.

HSSCO Office-see report

- NDE Board of Education-elections and new members. Search for a new commissioner ongoing and 110 legislative bills for State Board of Education. Interviews for

commissioner will be held the last week in March. See links for board reports. 7-8 bills are directly involved with educator shortage, 2-3 around constitutional amendments.

- Cohort 4 applications for the PreK Leadership Academy are open.
- Updates to Guide to Rule 11 and NEMTSS framework-minimal changes.
- EC Grant applications closed on January 31st. Not many school districts left who have received grant funding. Call for reviewers went out yesterday. If you are interested contact Steph or Kristine Luebbe.
- Final HSSCO Needs Assessment Report has been posted, see link.
- TSGOLD information provided. TSGOLD bought out the Quorum platform.
- Results Matter Task Force meeting in the Spring. Suggestions for the Results Matter document will be reviewed. Share any input with Steph.
- All three EC Education Specialists have been hired.
- “Prepare to Care” training is now available in Spanish.
- SUTQ 2.0 has launched, see links for guides to changes. If we would like to have someone share the changes, Steph can have someone present to the association.
- Some funding through DHHS required participation in the SUTQ so numbers have changed.
- Update on discretionary funds.
- Nebraska received the year 4 PDG funds on January 1st.
- There was funding in PDG 4.0 to provide Circle of Security Parenting and Circle of Security Classroom.
- Workforce Needs Assessment-Paula Thompson shared that 12 HS programs are interested in the focus groups. The dates and times will be finalized tomorrow, programs should be hearing from Paula soon. Most programs preferred zoom. Participants will be randomly selected from the programs. A survey will be distributed to all of the workforce as well. Any questions, please contact Paula.
- ECIDS pilot refresher webinar was held for programs participating in the pilot. A recording is available, contact Steph. A lot of behind the scenes technology has been completed on the system.
- FFN-Policy Leadership supported a bill for additional funds to increase capacity for State Patrol which would indirectly affect the fingerprinting process.
- Homelessness training webinar was presented last week.

Review hill visits from Winter Leadership Conference-Jenn Malone

- Group of 10 from NECC that attended, including parents.
- Met with Fischer, Bacon and Smith offices. They were encouraged to share success stories from families. They allowed the parents to share their stories for most of the visits. The stories were very powerful and impactful.
- Received some questions about community needs: COVID, closings, staff shortages etc... They shared numbers of what an 18% reduction would mean to their program. Shared some concrete asks for congressional support. Their team is very interested in the advocacy work, left the annual report and other resources with the representatives.
- OHS session highlighted that there are no solid answers yet.

- Donna shared that the Missouri group had an NHSA lobbyist who used the work “daycare” in their description. They had to reinforce that we are not “daycare”.

Review Board positions/Vote on vacancies: Vote on the staff, parent and friend positions for the board:

Board (parent): still open

Board (friend): Mary Lundsburg

Angie made a motion for nomination, 2nd by Christie F., motion carried.

R7NHSA Board (friend): Paula Thompson

Deb R. made a motion for nomination, 2nd by Christie F., motion carried.

Committee Reports/Action Items for the BOD

Membership Committee: (see google doc)

Professional Development (see google doc)

Awards Committee

Andrea Wortman

Kristen Fagan

Lisa Giboney

Erika Fink

Kathleen Riley

Advocacy: (see google doc)

Next meeting date: April 12 2023, 9-1 via Zoom with Board to meet directly after.

Lisa made a motion to adjourn at 12:58, Paula 2nd, motion passed.