Family Engagement Sub Committee Meeting January 11, 2023

In attendance: Dina Tedeschi, Liz Cox, Mary Bishop, Sanya Agrawal, Mallorie Brown, Rosa Hsu, Sarah Slautterback, Jennifer Clark, Tory Karlsen

Agenda:

Introductions Review of charge Discussion Questions

Action plan(s) Adjourn

Review of previous meeting minutes and action plan items- specifically outstanding questions and requests (below). Minutes approved from the 1/4/2023 meeting.

Requests to be submitted:

* Could a former NCSEAM survey be available to programs/providers to share with families electronically to help build familiarity of the survey and open dialogue for the provider and family to understand/explain how the survey can benefit them and others?
* Could a simple NCSEAM information page be created for easy printing/distributed by providers/programs at the onset of a family's enrollment/participation in a program or with a provider? This information would be a plainer version of the actual NCSEAM survey, offer info about who the survey goes to and when, what kinds of questions are on the survey (and that there's an open answer section), and how the survey benefits them and others.
* Are NCSEAM surveys cell phone-friendly? Could the Family Engagement Sub-Committee preview a draft to better know how families "see" the survey?
* Is there the possibility of a text reminder option for families? Something stating, "You have a survey invitation coming soon..." that could be available to programs/providers.
* Is there data available to review showing survey return rates of participating programs/providers, i.e., are some programs doing a better job with high response rates?
* Is there data on the number of families receiving EI services in a particular area compared to the number of responses?
* Our Committee would like to suggest the creation of a logo or infographic for the NCSEAM survey exclusively, making it colorful and different than other state or program logos or designs to help it stand out and to build an almost recognizable "brand" for NCSEAM, and that would be easy for programs to share (social media, email, documents, et cetera).
* Our Committee suggests also that an Info Page with this logo/infographic would be useful to reach other touch points such as Head Start Programs, EEC/early childhood centers/programs, schools, after school programs, YWCAs/YMCAs.
* And the Committee would like clarification: could a provider offer a device enabling a family to complete their survey, or is there a conflict with multiple surveys being completed on a single device?

Decided on points from above to be presented during the ICC general meeting tomorrow.

* Looking to focus on survey logo or consistent branding/info page/infographic, and mobile friendly versions & possibility of text alerts/reminders, outreach to additional touchpoints that EI families may have.
* Conversation about DPH/Piedra Data being able to send automated text with direct link/coded info (ref. mass.gov site to build feeling of legitimacy).
* These was continued discussion that the survey should come from DPH and not the providers.
* How can we hear from parents who did NOT complete the survey?
* The need for a Parent Portal was brought up, that we could prompt families through them.

Next meeting is February 1, 2023, 10a-12p.