



Action Plan Workgroups Summary

Date: December 7, 2023.

Attendees

Workgroup members present: Bushra Ali, Lizzie Haynes, Michelle McAnarney, Amethyst Hamm, Megan Reynolds, Sara Trine, and Mitch Baker.

Agenda

1. SMART goals.
 - a. SMART goals are important to our work because they break down the steps to implementing recommendations into small, manageable pieces.
 - b. This allows for more community buy-in and gives us all the ability to adjust our goals and the steps to reaching those goals if something doesn't work or is accomplished ahead of schedule.
 - c. SMART goals for recommendations are rooted in the data and findings from the Early Childhood Regional Needs Assessment.

2. Recommendations.
 - a. Workgroup 3 Recommendation: Launch a 211 campaign through United Way that includes social media, community outreach, and enrollment in the 211 system. There is a need for awareness of birth to five services, so the community developed a campaign for United Way's 211 in Sangamon and Menard Counties to bring awareness to this resource. There is such a lack of awareness of this live-person or text option resource knowledge-sharing database Region 51 found it extremely imperative to educate the community on this resource. Due to this lack of awareness in 2020, 867 children birth to age two in the Region received Child Care Assistance Program (CCAP). However, 2,614 birth to two-year-olds were eligible to receive CCAP. This means 1,747 children were eligible at 200% of the Federal Poverty Level but did not apply for CCAP and/or did not enroll in an ECEC program.

3. What are the goals that must be achieved to implement the recommendation?

The workgroups met to discuss this question and began to fill out a matrix that included a list of SMART goals, a list of steps needed to achieve each goal, and a timeframe for accomplishing the goals. Below is a summary of some of the most important goals discussed during the workgroup meetings.

- a. Workgroup 3 Recommendation: Launch a 211 campaign through United Way that includes social media, community outreach, and enrollment in the 211 system. Two of the biggest goals that must be achieved are to create email



verbiage between January and March of 2024, saying to please add your organization to 211 or ensure you have specifically identified services in 211. Then between March and April of 2024, send this email to all organizations in Sangamon and Menard Counties using the Sangamon County Resource Guide List and the Menard County Resource Guide as a starting point.

As well as contact United Way of Central Illinois to get access to 211 flyers (PDF version), 211 cards to have Council members share in the community or with their organizations, and locate 211 video(s) and social media content to share quarterly on social media and via newsletters. Then, identify who in the community should receive 211 cards using an Excel Google Sheet.

This will ensure our community organizations will be enrolled in the 211 database and our families will be able to find the resources they need to thrive for themselves and their children.

4. Community member, agency/organization, caregiver share-out.
 - a. Workgroup 3 reflected on the 211 website, and 211 flyers, and spoke to United Way staff members, sitting on the Workgroup, who were able to share about past campaigns, which consisted of social media and video shareouts. These items helped the Workgroup develop the SMART goals needed to achieve this recommendation for the Region. Scott Jones, with United Way of Central Illinois, will present to the Action and Family Council members at the December meetings.
 - i. Birth to Five Illinois will work with the United Way to pull data from 211 to show which organizations from Sangamon and Menard Counties are already signed up on the 211 database, to help guide recruitment for the 211 campaign.
 - ii. Develop a social media campaign to push 211 to organizations and families.
 - iii. With no funding needed (at this time), share 211 by word of mouth, social media, e-blast, a new website, and brochures in the identified targeted areas.

Before the next meeting...

- January's Speaker will be Gwen Walsh from Sangamon Heart: IRIS.
- Workgroup Date:
 - Recommendation 1-3 — Thursday, January 18, 6:00pm – 8:00pm.