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| **Maine Interagency Coordinating Council (ICC) Meeting**06/12/23 from 11:00am-12:00pm |
|   | **Attendance:** | ICC Members: | Guests: |
|  | **Key:**\* = Notetaker  = Absent **Next Meeting(s):** 9/11/23 @ 11:00am | Marnie Morneault, Adjunct Faculty Member, University of Maine, ChairJamie Michaud, Part C State Coordinator, CDSErin Frazier, Director of Special Services & Inclusive Education B-22, DOERoberta Lucas, CDS State Director/619 Coordinator, DOEJacqueline Hersom, Assistant 619 Coordinator, CDSBecky Gilman, Regional Site Director, CDS AroostookCheryl Hillicoss, Early Intervention Program Manager, CDS YorkCheryl Mercier, Special Education Director, RSU 18Carrie Woodcock, Executive Director, Maine Parent FederationCrystal Arbour, Child Care Services Program Manager, DHHSCarly Lowell, Quality Assurance & Data Manager, SKCDC/Head StartKathryn Temple, Children’s Behavioral Health Manager, DHHSTrista Collins, Office of MaineCare Services, DHHSSarah Groom, Child Welfare Program Manager, DHHSAmelia Lyons, Migrant Education & Homeless Education, DOESue Salisbury, District #35 Representative, House of RepresentativesMonica Bushey, Training Program Manager/Resource Family, AFFMHayat Allaleh, Community Health Worker, New Mainers Public Health InitiativeBrenda Drummond, Director, Division for the Blind and Visually ImpairedNancy Moulton, Program Director, Catholic Charities, ESBVICAmy Spencer, Early Intervention & Family Services Coordinator/SLP, MECDHHJill Hamm, Early Start Maine Consultant/Service Coordinator, CDS Two RiversSara Martin, Speech/Language Pathologist, CDS Two RiversJessika Frye, Parent and Service Coordinator, CDS Two RiversKai Jenkins, Parent and Service Coordinator, CDS ReachKelly Harvey, Teacher of Children with Disabilities, CDS PEDSJessica Creedon, Parent/Foster Parent, CDS YorkKelly Christopher, Parent, CDS DowneastJaime McLeod, Parent, CDS ReachNatasha Cannon, Parent, CDS ReachAbigail Roy, Parent, CDS ReachKaylee Constable, Parent and Home Childcare Provider, CDS PEDS | Dara Fruchter, Strategic Initiatives & Special Projects Manager, CDSMark Benjamin, Partner/Project Manager, NaretivAri Meil, Partner/Art Director, NaretivAmanda Murray, Creative Director, Naretiv |
| **Minutes****Allotted**  | **Topic**  | **Discussion** |  **Action Items** | **Reference Materials** |
| 15 | Introductions & Announcements (Marnie Morneault) | All ICC members and guests introduced themselves and shared the role/agency they were representing at today’s meeting. |  |  |
| 15 | Overview of Part C Rebranding/ Marketing Campaign (Dara Fruchter) | Dara Fruchter, Strategic Initiatives and Special Projects Manager, joined the meeting to provide ICC members with an overview of the Part C rebranding/marketing campaign that is currently underway with Naretiv, which is a design and strategic communications firm based in Camden. Earlier this year, an evaluation team completed an extensive review of several proposals, which were received from firms both within Maine and nationwide. When reviewing Narativ’s proposal, the evaluation team learned that one of their priorities is “making complicated things easy to understand.” CDS began collaborating with Naretiv on the initial phases of the rebranding campaign this spring.  The scope of deliverables that CDS will be creating with Naretiv will grow from introducing Part C’s new name, *Early Intervention for ME* (ME standing for Maine). All the branding and communications that will be developed, with the new name, will provide families and community partners with a clear understanding of the value and purpose of the Part C program: To serve and support Maine’s infants and toddlers with developmental delays and disabilities (birth to 36 months) and their families/other caregivers. The rebranding campaign will also clearly differentiate *Early Intervention for ME* from Maine’s Part B program for preschool-aged children. Naretiv will create a new brand signature and messaging and communication strategy, which includes: * a new logo and color palette
* marketing collateral that can be delivered electronically or printed including a flagship brochure, posters, and other supporting materials
* a brand guide
* a new website
* promotional videos
* motion graphic(s)
* slide deck(s) for on-brand professional presentations.

There will be a strategy for a social media and traditional advertising, including impactful and memorable Public Service Announcements which will be developed for a broad audience statewide. During the final phase work with Naretiv, they will assist CDS with effectively distributing materials developed for medical and social services providers, child-care professionals, and other community partners and potential referral sources | Contact Dara Fruchter at Dara.Fruchter@maine.gov with any follow-up questions about the Part C rebranding/marketing campaign.  |  |
| 30-45 | Discovery/ Research for Part C Rebranding/ Marketing Campaign (Naretiv)  | ICC members were randomly assigned to one of three breakout sessions and discussed the following questions with the team from Naretiv:1. *Naretiv is starting to understand the families that* ***do*** *enroll and participate in early intervention. What do they need to know about the families of infants/ toddlers that are eligible for Part C services but* ***do not*** *enroll despite the obvious benefits?*
2. *What are the different demographic issues across Maine that are pertinent to this project and that Naretiv should be aware of when they build this brand?*
3. *Part of Naretiv’s job is to design messaging for the general public. What should that message be?*
4. *What is Naretiv missing? What are they not asking that they should be?*
 | ICC members can send any additional thoughts/ information that may be helpful for the team at Naretiv to know before completing the Discovery/ Research phase of the rebranding campaign to Dara Fruchter at Dara.Fruchter@maine.gov to share with Naretiv by 06/16/23 at 12:00pm. |  |