

Location: The Registry

10:00 AM Welcome & Introductions

Emily Finnerud, Katy Love, Brian Kluender, Tina Feaster, Verna Drake, Sue Schimke, Cynthia Perry, Christine Moldenhauer, Angel Stoddard, Joshua Vick, Monica Brooks, Yolanda Winfrey, Erin Gernetzke, Nicole Lopez Purkapile, Amy Schuster, Blake Kraussel, Jeannette Paulson, Hyewon Chung, Bianca Hill

10:05AM: Angel Stoddard introduces video, which lays out stakeholders (members of the advisory council), explains what makes a successful council, details the Registry Mission Statement and Vision, organizational commitments, and her questions that made up the basis for the survey.

Survey Results:

- Why Attend?
 - Majority said, “hearing what Registry is doing”, others mentioned networking, job duties, and for current and future collaboration.
- What would make it valuable?
 - Almost all respondents want an agenda ahead of time with enough lead time. Other respondents mentioned they find providing expertise and advice as valuable, as well as sharing concerns.
- Are there other groups with similar purpose?
 - Head Start, Collaborating Partners, YoungStar, Governor’s Council
- Should the Council continue?
 - 78% said yes
 - Caveats: needs more buy-in, needs new members, revisit purpose and mission
- Anything else?
 - No one mentioned much on survey.
 - Opened for Discussion in-person.

- Amy Schuster: Believes it would be helpful for there to be an agenda available prior to advisory committee meetings, which outlines what will be discussed.
- Verna Drake: Is the 2-hour meeting realistic for those that are traveling from areas outside of Madison? Would like to see more rural participation and partnerships.
- Angela: Could we be more intentional about who we invite or whose issues we include in our agenda. Also, what is an appropriate length? Two hours feels like not enough, while 6 hours feels like a long day.
- Sue Schimke: While not perfect, the option to call in is helpful, and ensures that everyone can participate

Advisory Council Survey Discussion

Registry Reports/Updates

- 10:34 AM: Agency Updates – *Nicole Lopez Purkapile*
 - Status on e-certificates: Process has gone well. Processing times are down, and the change has been well-received. The only negative feedback is that some members still would like access to the cardstock certificate. One of the benefits is that if someone loses the certificate, or it gets trashed, it can be re-printed. To access Registry certificates, licensing officials do not need to dig through files, but can access them online.
 - Data Reports will all be happening from one location (The Registry). Roll-out will be effective January 1st, 2020 (target date).
 - Registry will be going through a re-branding in the next month.
 - The Wisconsin Registry has undergone a re-organization, and Christine Moldenhauer is now the Registry's Director of Operations.

- Registry has been working with partners and an international organization to verify high school graduation and clean up its relative data.
- 10:46AM Marketing & Communication Update – *Joshua Vick*
 - Brand Perception Survey
 - Sent to 20k+ people in July of 2019. Close to 3k respond and complete the survey fully. 45% of individuals that took survey identified as teachers.
 - Vast majority of individuals were between 25 years and 64 years. 66% Of respondents were from Madison, SE Wisconsin, and Milwaukee. The survey respondents slanted towards having more than 4 years of experience.
 - Takeaways: The logo, tagline, and name were liked by respondents. When asked about what their understanding of what the Registry does, respondents generally stated one of the following: professional recognition, holds education records, career advancement, and it's a requirement. When asked how respondents felt about the Registry, they spoke positively of customer support experience, accomplishments, and general feelings and sentiments. They had semi-negative reactions to inclusivity, website/application/processing time, and neutral reactions to purpose/existence/mission. Negative reactions were given to the Registry's cost/value. When asked to choose words from a list that best describes the registry, the top 7 choices were positive sentiments.
 - 11:11AM Rebranding: Efforts are being done in-house. Parts of the website need to be changed because they are outdated, and the hope is that New World Now will be able to assist in this process. Part of rebranding The Registry's image has been

experiencing invigoration in the past few years due to increased employee visibility in the committee.

- 11:15AM Professional Development – *Christine Moldenhauer*
 - Application processing times are decreased during the April-June time period. TTAP applications specifically went from 4 weeks processing time in April to 3.6 weeks in June.
 - Zendesk issue with how they were triaging incoming documentation, which warped the response time statistics.
 - PDAS committee met and is discussing how to regulate how organizations use PDAS.
 - Subcommittee is meeting to figure out ways to diversify how and where TAP training occurs. Verna Drake raised concerns pertaining to trainings offered not being of quality. Discussion was had pertaining to how ensuring Registry associated trainers are of good quality.
 - March Credential Gala to be discontinued due to lack of attendance, cost, and already existing commission.
 - Curriculum revisions occurring for multiple credentials. Multiple work groups lead by content experts are in action now.
- 11:36AM WI Operations – *Nicole Lopez Purkapile*
 - (skipped over, Christine discussed Wisconsin Operations)
- 11:37 AM MN Operations – *Hyewon Chung*
 - Processed a total of 311 applications with average processing time of 2.8 weeks during 2nd quarter.
 - Average e-mail response time is 10-15 hours.
 - Currently going through overhaul of Minnesota PD system. Received Preschool Funding Grant to handle the costs of this process.
 - Team has been traveling to Minnesota twice a month.

- 11:41 AM MI Operations – *Emily Finnerud*
 - 2nd Quarter processing times were under 3.72 weeks. Renewals started in May, but the number of applications spiked in May and June.
 - Michigan currently has two people processing regular applications, and one person who processes training applications.
 - Haven't seen large numbers of training application.
 - Integration of QRIS and MI Registry is upcoming resulting in the need to hire an additional individual. The individual was hired as a Data Verification Specialist, and starts on Monday, August 26.
 - Learning Labs (5 have occurred): Introductory learning sessions in which providers are trained how to use the MI Registry, and how it can benefit them. More Learning Labs to come.

Agency Reports/Updates

- Introduction / your current role & responsibilities
- Report any updates from your agency that relate to or potentially impact The Registry.
 - Jeannette Paulson: Upcoming conference literature handed out.
 - Yolanda Winfrey: WHSA conference will be February 24-26.
 - Verna Drake: WCCAA conference will be moved to spring in Appleton. Also, WCCAA working hard to see some changes, including an increase for 3 star centers. Additional efforts are being spearheaded to stabilize Wisconsin childcare workforce.
 - Tina Feaster: Licensing is re-doing rules, and Emergency Rules going into place on September 30th. Permanent rules will go into effect in March of 2020. Currently in a public comment phase.
 - Erin G: Working on preschool development grant.



Advisory Council Agenda

8/22/2019

12:00 PM Adjourn