

Keeping the Momentum Going
KECCS Conference Notes
November 16, 2006

Topic	Activity	Responsibility	In process
1. Reach out to other disciplines to get involvement from doctors, private sector, faith, business sector, etc. 2. Improve connections among people involved with the system	Development of "toolkits" that can be used by ELCC to present to groups	KU develop materials <hr/> Stakeholders present materials	√
	Website redesign should be more user friendly and appeal to people outside of the ELCC community	KU	√
3. Conference considerations	Consider bringing guest speakers to increase EC knowledge	KU/ELCC	
	Build time into the schedule of the meetings to allow for networking	KU/ELCC	
	Invite the new Commissioner of Education to a meeting	ELCC	
4. ELCC considerations	Create a separate office for Early Childhood (similar to the recent creation of the Office of Healthcare Policy)	ELCC	
5. Maintain focus on the Plan	Create a list of priorities	ELCC	
6. Future funding	Focus on how to secure future funding	KU/ELCC	
7. Use of data being gathered/celebration of successes	Create an email that goes out on a regular basis to report website information on the state and agency level to summarize KECCS Plan progress.	KU	
8. Focus of the Plan	Focus on economic issues and development	ELCC	
	Focus on family involvement and parent education	ELCC and PAT	

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9. Website considerations	See attached document regarding workgroup specific information	KU	√
10. Acronym use: "KECCS" means little to people outside of the EC community.	Use both "KECCS" and the "Kansas Early Childhood Plan" when referring to the Plan.	All stakeholders	
11. Concerns regarding KECCS Plan Goals			
Goal 1: Need to include physicians	Consider adding Dr. Cooley to ELCC	ELCC	
Goal 2: Need more mental health strategies	Consider adding Susan Corrigan to ELCC	ELCC	
	Add mental health indicators	ELCC	
Goal 4: Needs to be further developed	Include parent education and involvement	ELCC	
Goal 5: Needs more attention	Align this goal to the PREVENT plan	PREVENT team	
	Promote early diction by administration of KEMPER instrument	PREVENT team	
12. Improve outreach	Stronger website	KU	√
	Promotion of the Plan by stakeholders: include information regarding progress in their newsletters, etc.	All stakeholders	
13. Improve marketing	Creation of brochure	KU	√
	Website redesign	KU	√
	Development of "toolkits" for use in educating community regarding the Plan	KU	√

Facilitated discussion: KECCS website

Overall, attendees felt that the idea of the website is great; it has the potential to be a fantastic tool. However, frustrations when entering information as well as the difficulty involved in navigating the website are discouraging people to use it.

Current issues with the website

Several challenges related to website usage were brought up during the discussion:

1. The website is not easy to navigate. It does not funnel intuitively and is not predictable. The steps are not easily identifiable.
2. It is difficult to figure out how to enter data, and even when users have attempted to do so, they have not been successful. Example: One person said that after spending hours trying to enter data reflecting 3 ½ weeks of work, the data was lost. There is no current way to know whether or not entered data is received and incorporated into the tracking tool. Users would like immediate feedback.
3. Another common problem was that when a web user has an issue with the website (losing data, needing technical assistance), he/she is not attended to by a regular person.
4. People no longer refer local stakeholders to the website, because of these problems. Local people are giving up and they need more assistance.
5. KECCS Plan stakeholders are having difficulty knowing what level of data is appropriate to enter on the tracking tool. Who should be entering data? Anyone? What information is pertinent? What level of data do we want?
6. There is a lot more on statewide data. The community level workers need more technical training. In order to measure change, we need to be able to document work done at the local level.
7. People find still difficult to differentiate between task and activities
8. Currently, when one enters a task or activity, only one goal can be chosen—but this does not accurately reflect the impact of an activity. One task or activity might fit under several goals or objectives.

Suggestions for improvement

1. The navigation and instructions for entering activities and tasks needs to be extremely simple and guided online.
2. There needs to be a person that a web user can talk to, when they encounter a problem entering data. Technical assistance should be provided through localized training and phone support.
3. There needs to be an immediate, online feedback loop when user tries to enter data, so that the web user can know whether or not the submission

- was successful. References were made to a “community toolbox” application or website.
4. There needs to be more training and/or assistance on which data is appropriate to add. One recommendation was to divide tasks and activities by state, community, and agency levels.
 5. Create a way for a task to be entered under more than one goal or objective.
 6. Stakeholders would like to be able to pull data from the website to reflect the work they are doing. It would be ideal to be able to make a list of all of the activities each county/community/agency has done.
 7. It is important that the tracking tool information is useful not only at the state level, but also at the local level. (The local agencies need incentive for participating in the tracking tool—there needs to be something that they can gain from the info, also) Right now, it only seems to measure activity of the committee members of ELCC.

Why do the stakeholders use the website?

1. Outcomes may be tied to future funding
2. We want to be able to demonstrate our effectiveness
3. We go to the site, because we are told to—to document our work.

What should the purpose of this website be?

1. Lead to more resources in child development
2. Measure outcomes, progress, indicators (not doing effectively yet)
3. Planning tool
4. Information resource for parents and community providers. We would like to be able to refer parents and local care providers to this website as well. We need links to all of the programs, within specific categories.

Ideas for creating a “welcoming front door” to the website:

1. Algorithms—map of how to negotiate website
2. Steps for users (online map)
3. Easy access for parents—resource directory link: 211 website
4. Easy access to local resources, i.e. “looking for childcare in your area?”
5. Vision/logo/mission

Other comments:

Regarding outcome indicators, counties could help provide outcome indicators, if they are just asked. What is the best way to report our progress? We need more outcome indicators from state agencies. We also need more training on outcomes that matter to people providing funding. We need less process indicators and more outcome indicators, tied to hard facts.