



Growing Together: Listening Session Communications & Network Relations

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Today's Session

- Welcome & National Center's new design
- Introduction to HMG National Communications & Network Relations
- Current affiliate input we're reflecting on
- Focuses and a major initiative for the next year
- Group discussion
- Wrap-up
 - Poll
 - How you can help direct the path

Where We Are in Our Evolution



- Released strategic growth plan in 2021
- Held affiliate listening sessions
- Pursued growth goals via initiatives such as: goal concordant care study, Family-Engaged Developmental Monitoring, return on investment tools, state lead exploration/network, and:
- Expanded National Center team to institute five branches:
 - Implementation & System Building, led by Melissa Passarelli.
 - Impact & Network Performance, led by Melissa Miller.
 - Policy & Community Change, led by Chelsea Neelon.
 - Communications & Network Relations, led by Sarah Zucker.
 - And Business Development & Operations, led by Sara Sibley.
- Published video and blogs introducing the National Center and opportunities to contribute/co-produce
- Held full-Network Roundtable discussion on July 26
- Today kicks off a listening session series hosted by each individual branch

Communications & Network Relations

Our Goal - The National Center has always known that when affiliates are optimally engaged, they get the most out of what HMG has to offer, which maximizes local impact.

Our Purpose - Establishing the best possible circumstances for:

- **Access** (to the National Center/opportunities/resources)
- **Connection** (to other affiliates/national initiatives and organizations)
- **Belonging** (inclusivity of people, ideas, values within the Network)
- **Co-ownership** (producing our path forward together; to the extent that affiliates prefer)

When these four factors are working at their best, affiliates are most **engaged**.

Our Commitment to the Network – Application of all we have heard from affiliates over the years, via Hopeward*, as well as the many input opportunities recently and going forward to ensure proper, sufficient access to contribution/co-ownership by the Network.

* Over 80% of affiliate states participated



Accessibility

- **At present** - How do you access the information, resources, and support you need?
How easy or hard is it to access resources, news, information, and opportunities from HMG National?
- **In a perfect world** - How would you be able to access these?
What tools could we use that you think would help improve access?
What could National do or improve to make access easier?

Connection

- **At present** - How easy or hard is it to connect with other affiliates?
What makes a connection with another affiliate particularly valuable to you?
How do you want to connect with other affiliates?
- **In a perfect world** - How connected would you be to other affiliates?
To what extent should National help facilitate affiliate-to-affiliate connection?
How could National improve or build upon its existing efforts to help connect affiliates?

Inclusivity & Belonging

- **At present** - How included do you feel as a member of the HMG National Network?
Are there times you feel particularly included or particularly not included?
Do you feel a sense of belonging amongst the HMG community?
What makes you feel like you do or do not belong in this community?
- **In a perfect world** - What would make you feel most included and like you belong?
What could National Center do or change to improve and increase your sense of belonging within the HMG community?

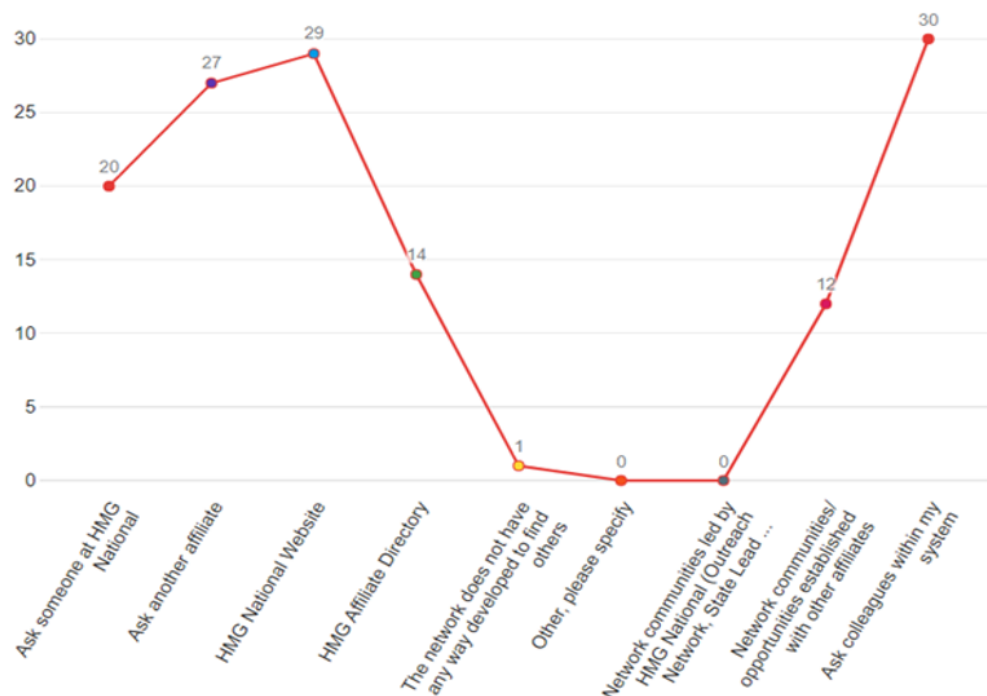
Co-ownership

- **At present** - To what extent do you feel like you have the opportunity to voice your opinion and provide input?
To what extent do you feel heard by HMG National when you do?
- **In a perfect world** - To what extent do you want to contribute to the direction of HMG at a national-level?
What's the optimal balance of co-production and co-leadership between National and Network?
What do you want to see National take the lead on and what should the affiliates take the lead on?
How much time do you want to devote to providing input and participating in surveys, focus groups, listening sessions, committees, etc.?

Affiliate Resource Hub Renovation

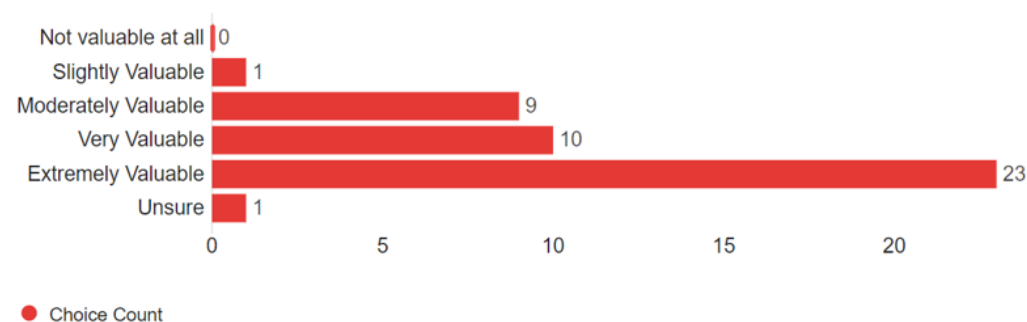
71% of affiliates who completed the survey question below utilized the HMG National website to find the information, resources, and support they need, this was the second most selected choice after ask colleagues within my system (73%). Survey respondents were able to select all that applied.

Where do you find the information, resources, and support you need?
Please select all that apply.



75% of HMG state and local leads identified the HMG National website as extremely valuable or very valuable with 52% finding it extremely valuable. 20% of affiliate leads find the website to be moderately valuable and 2% find it slightly valuable or unsure, respectively.

HMG National Website - Affiliate Resources



Affiliate Resource Hub Renovation

What are our goals?

- Better meet the needs of visitors
- Help visitors find what they're looking for
- Help make the ~600 resources more visible/accessible
- Leverage the Hub for affiliate-to-affiliate connection

What are we doing?

- Integrating affiliate input to redesign and improve the Hub
- Completely restructuring to optimize the visitor experience
- New way(s) to browse and find resources
- Affiliate Connections Directory with filters to identify valuable contacts around a particular question/objective

The screenshot displays the 'Affiliate Dashboard' of the Help Me Grow National Center. On the left is a dark green sidebar with navigation links: 'MANAGE ACCOUNT' (including My Profile, Affiliate Profile, Edit Users, Contact HMG National, and Post a Resource), 'QUICK LINKS' (listing various resources like Events, Funding & Capacity Building Opportunities, HMG National Center Initiatives, Framing Toolkit, HMG Fidelity Assessment, HMG National Building Capacity Webinars, HMG Affiliate Connections Directory, HMG Outreach Coordinator Network, About HMG, Centralized Access Point, Child Health Provider Outreach, Family and Community Outreach, and Data Collection and Analysis), and social media icons for Facebook, Twitter, and YouTube. The main content area is white and features a top navigation bar with social media icons, a search bar, and links to 'BLOG' and 'DASHBOARD'. The 'AFFILIATE DASHBOARD' section includes a notification box stating 'There has been 1 opportunity added since your last log in. See opportunities.' Below this is a 'RECENTLY UPLOADED RESOURCES' section listing 'Help Me Grow Adaptation for Tribes' (dated 7/12/23), 'HMG Orange County – Screening Registry Landscape Analysis and Report' (dated 6/30/23), and 'HMG Orange County – Annual Reports' (dated 6/30/23), with a 'VIEW ALL »' link. On the right is a 'RESOURCE FINDER' sidebar with filters for Keywords, Topic, Resource Type, and Author, a 'SEARCH' button, and a 'MY FAVORITES' section listing 'Help Me Grow COVID Resource Hub' (dated 3/25/20), 'HMG Framing Toolkit' (dated 10/9/19), and 'Help Me Grow System Model Core Components and Key Activities with Resources' (dated 1/4/23), with a 'VIEW ALL FAVORITES »' link. At the bottom, there are two purple boxes: 'CONNECT' with links to 'AFFILIATE DIRECTORY' and 'TWITTER LIST', and 'AFFILIATE NEWS' with links to 'SHARE YOUR NEWS' and 'RECENT AFFILIATE NEWS'.

Affiliate Resource Hub Renovation

Help direct the renovation!

- Questionnaire
- Talk with Morgan and me
- Review a wireframe and provide feedback
- Will not be laborious or time-consuming!

What do we want to know?

- What works best about the Hub now?
- What doesn't work very well?
- How do you want to be able to search for/through resources?
- What do you come to the Hub for now?
- What could the Hub do for you in an ideal world?



What's Next in the HMG Evolution

Will be greatly shaped and influenced by what we learn from you

- Remaining listening sessions
- Surveys
- Office hours
- One-on-one interviews
- Advisory opportunities
- Comment periods

The more input we have from you, the more our work will reflect the values and priorities of your communities.

**Communications & Network
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Wrap-Up & Next in the Evolution

- Poll
- We invite you on the journey to co-create
- Next Up: Listening Sessions
 - Communications & Network Relations (AUGUST 8, 2-3PM ET)
 - Impact & Network Performance (AUGUST 16, 2-3PM ET)
 - Implementation & System-Building (AUGUST 22, 2-3PM ET)
 - Policy & Community Change (AUGUST 29, 2-3PM ET)
- Register for HMG National Forum Week

