

Interagency Coordinating Council (ICC) on Early Intervention: Communications and Outreach Committee Meeting Minutes

July 17, 2025

Time: 2:05 p.m. – 4:00 p.m.

Link to Zoom Recording:

[July 17, 2025 Zoom Recording](#)



MEETING MINUTES

Opening

- Welcome
- Introductions/Roll Call
- Housekeeping Items
- Review Agenda

Updates from Committee Co-Chairs

- Robert Rochin provided a recap from the June meeting:
 1. Doug Erber shared a draft of an updated mission statement, and the members of this committee reviewed and provided feedback.
 2. It was decided that it would be more effective to create small work groups within this committee to work through the recommendations to support engagement and ICC representation. It was recommended to have some leads for these activities to push the work forward.
 3. The committee also wants to extract the data they collected through the survey and try to make it into an infographic to help champion resources that they want to develop for targeted outreach to underrepresented populations.
 4. You can find the official notes on the ICC past meetings online if you want to review: [June 2025 ICC Communications and Outreach Committee Meeting Minutes](#).

Review and Discuss Proposed Mission Statement

- Robert Rochin shared an updated [mission statement](#). After the members of this committee provided feedback on the previous mission statement, Robert incorporated all the feedback and revised. Additionally, Robert will create a plain English version that is parent friendly.
- The goal is to clearly define the purpose of the ICC by developing a mission statement that this committee can show the ICC committee as a whole to gather feedback. This committee hopes to bring an updated mission statement to the October 2025 ICC committee so the ICC can vote on it and that mission statement would be used for materials and on the ICC website.

Action Items:

- Doug and Robert will take the group's recommendations and revise the mission statement for the next meeting.
 - Robert Rochin and Doug Erber (ICC Communication & Outreach Committee Chairs) will revise the mission statement before the next ICC meeting.

Review and Deliberation of Survey-Derived Recommendations

- The committee made a request to DDS to gather all the existing ICC materials as it will be helpful when the work groups begin their work on reevaluating outreach material. The team may want to update the existing materials and possibly turn them into digital versions that can be emailed and put on the website.
- In terms of recruiting new community members for the ICC, Stephanie Gomez shared her experience with joining the committee as a community member. She applied on the website, but her application was not reviewed, and she had to really reach out to move it forward. Recently, some of her colleagues told her that they had the same experience. There may be a glitch in the system and others are probably experiencing the same issue. This can be a barrier to recruitment.
- The application process for new community members is located on the DDS website. Jane Lee shared the link to the ICC website: [State Interagency Coordinating Council \(ICC\) on Early Intervention Overview : CA Department of Developmental Services](#). Under the membership tab, you can find the Community Representative Application Form: [ICC Community Representative Application](#). Individuals have been emailing the applications to early start at earlystart@dds.ca.gov. That email gets forwarded to the Policy and Community Engagement team who then forward it to Marie Poulsen and Doug Erber (ICC Chair and Vice Chair). There have been four new applications since April 2025. If individuals are having issues with the application process, they can reach out to Jane Lee directly at jane.lee@dds.ca.gov.
- Robert Rochin reminded everyone on the call to apply to become an ICC community representative. The committee representatives are responsible for giving the governor-appointed council members recommendations and are the ones who vote on committee decisions.
- Doug Erber mentioned that maybe the committee should make sure their distribution list is up to date. There are many past members that have moved on but did not let DDS or anyone at the ICC know their new contact information. The committee could politely ask if they would like to continue their membership. There is no limitation to the number of community members that can be part of the committee.
- Robert Rochin also mentioned that the reimbursement process for travel can be a barrier for in-person meeting attendance.
- Robert Rochin asked Jane Lee if this committee needs to have a quorum when they vote or if voting can occur with whoever attends the meeting. Jane responded that this needs to be specified in the bylaws. Jane will get back to the group on this.
- Robert Rochin and Doug Erber put the recommendation work into a [tracker](#). They are hoping individuals in this committee will provide leadership for these groups. The work groups will report back to this committee so everyone can provide feedback. The recommendations include:
 1. Define and Promote Purpose of ICC (Committee)

- Draft ICC purpose statement, identify key audiences, update website and materials.
- 2. Reevaluate Outreach materials
 - Gather current materials, conduct plain language and accessibility review, revise materials as needed.
- 3. Empower members as champions
 - Develop “Champion” toolkit (talking points, email template, guidance on targeted outreach).
- 4. Establish mentorship program
 - Define mentor role and responsibilities, create orientation materials (infographics, etc.), draft a structure (who will be mentors, how will they be matched), recruit mentors.
- 5. Guide recruitment through diversity lens (Committee)
 - Request and review membership data, identify gaps, suggest recruitment priorities.
- Doug Erber mentioned that they are not asking for an additional time commitment to participate in these workgroups. These work groups will happen as breakout rooms during the regularly scheduled committee meetings. There are also no set deadlines to complete the work.

Action Items:

- Review the bylaws about needing a quorum for committee votes.
 - Jane Lee will review the bylaws for this committee and report back to the group.
- Schedule an interim meeting before the October 2025 ICC meeting.
 - Jane Lee will make arrangements for Wednesday, August 27, 2025 at 11:30 a.m. for the interim meeting.

Public Input

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- Doug Erber mentioned that it has been discussed before, but it would be nice to find out how to spread the word that there are recorded public comment opportunities. The committee encourages parents and families to give input.
 - Dulce Flores mentioned that at the Eastern Los Angeles Family Resource Center (ELAFRC), they always have a watch party and due to what’s going on with the raids, they did not have that turned on this time around because families are impacted by that and they do not feel safe coming out of their houses or have the mindset to log into meetings.

Voting on any Proposed Action Items and Next Steps

- Doug Erber suggested holding an interim meeting before the October 2025 ICC meeting. This is a brown bag one hour lunchtime meeting usually held on a Tuesday. Ideally, this committee would finish the mission statement draft at this meeting. The committee could also establish the three workgroups and start work on them.
- Robert Rochin suggested using the interim meeting to have individuals sign up for the workgroups and focus on the outreach materials and empowering members as champions first. The groups can establish target dates.
- Jane Lee stated that it is a public meeting, so it needs to be announced a minimum of 10 days prior to the date of the meeting. She suggested Wednesday, August 27, 2025 at 11:30 a.m. for the interim meeting and the committee confirmed that will work. Jane will make arrangements for the meeting.
- Robert Rochin asked Jane Lee if the committee can receive the outreach materials before the next meeting date. Jane said they are working on the external SharePoint drive for the ICC. DDS will start gathering the material but may not have it by the August meeting. In the meantime, Robert and Doug will start collecting links that they can find.

Next Steps

- There will be an interim meeting on August 27, 2025. That meeting will be to clarify the actual workgroups and the tasks. We will have individuals sign up for those workgroups.
- Additionally at this meeting, the committee will review the draft mission statement one more time and try to land on an official recommendation to bring to the ICC at the October 2025 meeting.

MEETING ATTENDEES
Thursday, July 17, 2025

MEMBERS PRESENT

Doug Erber Marie Poulsen

COMMUNITY REPRESENTATIVES PRESENT

Debbie Sarmiento Donna Perry Robert Rochin
Stephanie Gomez

INTERPRETERS PRESENT

Shelley Lawrence/ASL Suzanne Lightbourn/ASL Yelka Vargas/Spanish
Vicki Lundberg/Spanish

OTHERS PRESENT

Brigida Salinas Dulce Flores Hannah Steinberg
Jane Lee (DDS) Jasmine Suo (DDS) Joni Hasselbring (DDS)
Marcy Okada (DDS) Mini Nandakumar (DDS) Vicky Wheeler (Mission Analytics)
Yolanda Howard

QUESTIONS?

Contact DDS/Children, Adolescents and Young Adult Services Division

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