

Interagency Coordinating Council (ICC) on Early Intervention

Communications and Outreach Committee Minutes

August 6, 2026

[Meeting Recording](#)



MEETING MINUTES

OPENING

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

UPDATES FROM COMMITTEE CO-CHAIRS

- Jasmine Suo shared housekeeping items, including how to access Spanish and American Sign Language (ASL) interpretation, how to share comments, and how to use chat.
- Jane Lee invited attendees to enter their name and agency into the chat for roll call.
- Robert Rochin welcomed attendees and reviewed the agenda, which included discussion of the proposed 2027 ICC meeting schedule, committee updates, new member orientation materials, the ICC logo, public input, and any needed voting or next steps.

DISCUSSION ON PROPOSED NEW ICC MEETING DAYS/TIMES

- Robert Rochin asked the committee to discuss the proposed 2027 ICC meeting schedule so feedback could be included in the committee's report to the full ICC.
- Julie Maier did not have a specific preference but noted that earlier conversation suggested some members had concerns and wanted additional options considered.
- DJ Tomko emphasized that that most of the ICC's substantive work occurs within committees. He recommended holding more frequent or longer committee meetings between the quarterly ICC meetings, since that is where most of the work is going to be done. He noted that changing the meeting dates and times should not impact the Council's overall mission, purpose, and outcomes.
- Debbie Sarmiento supported eliminating Friday meetings, however cited concerns about cramming everything into a single day. She pointed out that important discussions often happens in the time between meeting days and proposed testing the new schedule before deciding whether to revisit it later.

- Jane Lee reminded the group that the November meeting was voted and approved last year in 2026, so that structure will stay the same. She clarified that Thursday from 9:00 a.m. to 3:00 p.m. for the 2027 schedule, was voted and accepted and the format of the Wednesday committee meetings still needs to be decided. She noted that if anyone wants to propose a new format, that proposal can be brought back to the Council in November for discussion.
- Marie Poulsen expressed concern that the proposed 1:00–3:00 p.m. Wednesday committee meeting may be too short. She would like the long day on Wednesday and focus on the committee meetings.
- Julie Maier noted that starting committee meetings Wednesday afternoon could make in-person participation easier for attendees traveling longer distances, since it would limit their trip to a single overnight stay. She suggested extending the meeting to 4:00 p.m. or starting around noon. She cautioned that having two long meeting days back-to-back would make it harder to increase in-person attendance from people who live farther away.
- Robert Rochin shared that he liked committee meetings on Wednesday because it gives the group the opportunity to report what was discussed the following day. He likes the 1:00 p.m. to 3:00 p.m. time because it would also allow a mentorship program orientation to run right after from 3:00-4:00 p.m. This would allow them to welcome new people and prepare them for the first full day of the ICC. He raised a separate concern about continued education and professional development for the ICC, noting that presentations could stand alone in between ICC meetings as webinar. If someone wanted to share information about their agency or a project, that could be shared independently which would free up time during the ICC meeting. He advised that this would fall under the committee's outreach to families, including having ICC attendees serve as ambassadors to encourage families to attend virtually or in-person. He noted that outreach materials, such as a placement, has already been developed.
- Jane Lee asked Robert Rochin if he was thinking about learning hours periodically with different subjects and presenters outside of the ICC and then the ICC meetings on Thursday would be focused on the business that the ICC has to handle. Robert agreed and added that there could still be presentations that are needed for the in-between webinar on the upcoming theme of the next ICC.
- DJ Tomko asked how often this committee meets in between the main ICC meetings. Robert Rochin responded they usually hold sessions between the quarterly meetings, totaling about 7 to 8 times a year. DJ asked whether an agenda item specifically addresses targeted outreach; Robert responded there isn't one currently, but agreed it should be added moving forward.

- Julie Maier noted in the chat that the orientation session on the first day and webinars outside of the meetings are both good ideas. Jenifer Pearsall also agreed.
- Heidi Brahms agreed with both Robert Rochin and DJ Tomko on adding something in between the quarterly meetings, such as a one-hour check-in, training, or webinar that parents and committee members could join.
- Debbie Sarmiento loves the idea of something family-focused to draw families in. It would be a way to get information versus committing to a two-day meeting.
- Marie Poulsen and the committee also emphasized the importance of maintaining opportunities for networking and relationship-building, particularly because informal connections can support collaboration across organizations. She recommended adding one hour to the Wednesday proposal. Julie Maier agreed with Marie but would like to also include a virtual lunchroom to network.
- Robert Rochin emphasized the need to better engage virtual attendees. Robert and DJ Tomko provided suggestions, including facilitated networking, virtual connection opportunities, Mentimeter activities, and smaller breakout discussions. Members noted that smaller groups may make it easier for parents and newer participants to contribute.

REVIEW PROGRESS ON NEW MEMBER ORIENTATION AGENDA AND POWERPOINT

- Robert Rochin reported that the committee's feedback on the new member orientation outline and previous PowerPoint has been collected.
- Robert and Doug Erber had not yet been able to meet to begin developing the presentation. Robert indicated that he would move forward with preparing an initial draft for committee review in November. The presentation should be engaging, accessible, and written in plain language.
- Jane Lee clarified that the completed orientation presentation will need to go through the appropriate ICC review and approval process.
- Robert Rochin discussed the possibility of scheduling new member orientation immediately following Wednesday committee meetings so new participants could receive an introduction before attending the full ICC meeting on Thursday.

REVIEW PROGRESS ON THE ICC LOGO

- The committee revisited the ICC logo concepts developed previously and continued to favor elements of concepts 1 and 2.

- Members recommended that future designs include a clearer California connection and better reflect the ICC's focus on children and families.
- Marie Poulsen and Julie Maier discussed developing a family-centered tagline. Members suggested looking at the ICC mission statement for language and considering concepts related to supporting families, strengthening families, and making a difference together.
- Robert Rochin will follow up with Doug Erber regarding possible in-kind graphic design assistance, including the potential Cal State Long Beach resource previously discussed. He also noted that additional logo and tagline ideas can be added to the shared document for future consideration, and the team will develop some tagline examples.

REVIEW PROGRESS ON MENTORSHIP PROGRAM

- Robert Rochin discussed the existing mentorship program materials available in the shared drive. Members were encouraged to review the materials before the November meeting.
- The previous mentorship model included activities supported by paid staff, so the committee will need to determine how to adapt the model into something manageable for a volunteer committee.
- One possibility discussed was pairing new members with mentors as part of the Wednesday orientation process.

REVIEW PROGRESS ON TARGETED COMMUNICATION AND OUTREACH

- Robert Rochin discussed making targeted communications and outreach a recurring agenda item during meetings between quarterly ICC meetings.
- Robert Rochin discussed developing a communications calendar identifying timely information and resources that ICC members could regularly distribute through their local networks. Examples included immunization information, drowning prevention resources, family education, and ICC recruitment.
- The committee supported distributing existing recruitment and outreach materials rather than waiting until all materials can be revised.
- Existing recruitment materials will be collected so the committee can begin identifying materials to promote.
- Several participants had trouble accessing the committee SharePoint during the meeting. Access information was resent: [Communication & Outreach Committee](#)

- If committee members have issues accessing SharePoint, they should contact Jane Lee by email (jane.lee@dds.ca.gov).

PUBLIC INPUT

- Jane Lee provided reminders about public input parameters.
- DJ Tomko, State Council on Developmental Disabilities, made a formal recommendation that the committee consider meeting more frequently throughout the year, potentially monthly. More outcomes would be produced by meeting more frequently.

VOTING ON ANY PROPOSED ACTION ITEMS AND NEXT STEPS

- No formal committee vote was recorded during the meeting.
- Actions items
 - The committee will continue considering the format and length of Wednesday committee meetings as the 2027 schedule is finalized.
 - Robert Rochin will prepare an initial draft of the new member orientation PowerPoint for review in November.
 - The committee will continue reviewing the mentorship materials and consider a volunteer-based mentorship approach.
 - Robert Rochin will follow up regarding graphic design resources for the ICC logo and will collect additional family-centered tagline ideas. Robert Rochin asked committee members to provide additional logo ideas, examples, or feedback to the shared [ICC Logo Ideas](#) document in SharePoint so they can have some ideas before the next meeting in November.
 - An interim Communications and Outreach Committee meeting is scheduled for September 15 from 12:00–1:00 p.m., with registration available through the ICC website.
- Meeting adjourned at 3:53 PM.

MEETING ATTENDEES

APPOINTED MEMBERS PRESENT

Heidi Brahms

Marie Poulsen*

Michelle Dove

COMMUNITY REPRESENTATIVES PRESENT

Debbie Sarmento

Julie Maier

Jenifer Pearsall

Robert Rochin*

INTERPRETERS PRESENT

Ana Elvia Sanchez, Interpreter Sharon Neumann Solow, ASL

Vicki Lundberg, Interpreter Aviva Ben-Shitrit-Raiter, ASL

OTHERS PRESENT

Becky Vang, DDS*

DJ Tomko

Jasmine Suo, DDS

Breck Frye, Mission

Jane Lee, DDS*

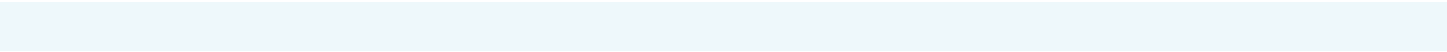
Joni Hasselbring, DDS

Courtney Chandler

Jasmine Fang, DDS

Maria De Jesus Rodriguez

*Indicates attendance at the in-person meeting location



Questions?

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