



**Community Building and Communications
Statewide Workgroup
Meeting Minutes
June 25, 2009**

Items Relevant to Other Workgroups

- *All Workgroups:* Several items with regard to both external and internal CTEH communication are discussed below. Of particular importance:
 - CTEH eNews subscription is growing slowly. Please encourage colleagues from the State down to the local level to subscribe, and be sure you are reading the CTEH eNews for updates.
 - The CBC workgroup, along with MSHDA's communications office, are discussing Real Simple Syndication (RSS) feeds and social media tools (Facebook, Twitter) to aid in spreading CTEH messages, goals, and successes.
 - The CTEH internal and external communications plans have been revised, and will be ready to share shortly. The CBC workgroup asks that an agenda item be added to each workgroup's next meeting for review and comment on an internal communication plan flow chart.

Attendees

Present:

*Erin Skene-Pratt, Chair
Bill Reid, Co-chair
Jeff Bickert
Judy Crockett
Jerrie Lynn Gibbs
Connie Hackney
Deb Horak
Mary Lou Keenon
Kathy Swantek
Jason Weller*

Absent:

*Janay Brower
Luann Dunsford
Beverley Ebersold
Gary Heidel
Christina Jackson
Judy Kell
Charlie Mahoney
Candace Morgan
Nicole Waters*

Staff:

*Jeff Padden, PPA
Joe Quick, PPA*

Discussion Items

Report on Other Workgroup Activities of Relevance to the CBC Workgroup

- Joe Quick reported on cross-workgroup activities and expectations and on relevant activities of the other statewide workgroups since the statewide workgroup convening. This report-out will become a monthly agenda item. Of relevance to the CBC group:
 - *Campaign to End Homelessness (CTEH) surveys:* Several surveys conducted across the five statewide workgroups. Public Policy Associates, Incorporated (PPA) facilitators for each workgroup have compared results to avoid duplication. Nancy McCrohan, PPA facilitator, will be drafting a summary document of survey results shortly that will be shared across the workgroups.

- *Protocol for Training Needs*: The Training Workgroup has asked that any training needs or suggestions be funneled through each workgroup's facilitator.
- *Planning, Implementation, Measurement and Information Technology (PIMIT) Workgroup*: On behalf of PIMIT, chair Barb Ritter has been working closely with Pace & Partners on the data portions of the CTEH Web site. Pace will be testing this next Thursday, July 2 with Barb and Vanessa McDonald.
- *Training Workgroup*: The Training workgroup is discussing training tours to take place this fall and has been working with MSHDA's communications office and Pace & Partners with regard to proper protocol for posting training calendar events and updates. This workgroup also raised the question, of the CBC Workgroup, who is responsible for updating and maintaining the CTEH Web site.

Review of CTEH Communication Tools: May CTEH Newsletter and Future Article Ideas, CTEH Web site and Social Media Tools

■ *CTEH eNews*:

- CBC workgroup members should all be reading this eNews before each meeting. Once the eNews is archived, the workgroup will be able to visit the previous months issue more easily before each meeting.
- It was discussed that people don't seem to be reading the eNews at the regional level, and may prefer to have verbal updates.
 - ◆ Jeff Bickert agreed to look at how many people are actually opening the eNews. He will print out a copy of this Constant Contact usage report for the next meeting.
 - ◆ Sally put in the 5 million dollar NOFA funding to catch people's attention. This is the kind of stuff that keeps readers' attention.
- In an effort to increase the number of eNews subscribers while reaching out to more organizations, the following people and organizations have already been contacted:
 - ◆ Jason has added the eNews subscription link to the Michigan Coalition Against Homelessness (MCAH) Web site and spoken to the Community Economic Development Association of Michigan (CEDAM), who put the link in their newsletter.
 - ◆ Bill Reid contacted Mary Ludtke with 76 statewide community collaboratives and she did send some stuff out with regard to subscriptions. Bill requested a cross reference of his list of contacts to those who may have signed up from the collaborative. Once Bill has sent Jeff his list of contacts, Jeff Bickert will send him a report of those from the list who have subscribed. While on this call, Judy Crockett sent them all the subscription link again and asked them to sign on.
 - ◆ The following people and organizations still need to be contacted:
 - Erin will contact Sharon Parks at the League of Human Services.
 - Erin will contact Greg Roberts with the Governor's Office of Community and Faith-Based Initiatives should be contacted.
 - The Love in the Name of Christ (Love INC) network across the state could be another resource to engage the faith-based community. They are a Christian group that serves the poor.
 - Erin will also e-mail the umbrella groups: Lutheran Social Services, Catholic Conference, etc. to push the eNews.

- The Michigan Foreclosure Taskforce and MSHDA Lease Counseling Network. They send out a monthly eNews bulletin to all of their MSHDA links counseling sites. Connie will follow up on this.
- Jason has been talking to Larry Emig, President of the Michigan Association of Counties and will pass the eNews along to him. They have a homelessness subcommittee.
- Arnold Weinfield at Michigan Municipal League should be contacted.
- ◆ Mary Lou and Jeff Bickert had cards and tote bags made which were given out at the Affordable Housing Conference to advertise the eNews. Jeff Bickert will check to see if there was an increase in subscription after these 1500+ cards and tote bags were handed out.
 - It is possible that the e-mail contact list of former housing conference attendees could be used to solicit more subscriptions.
 - As an alternative, the link could be attached to anything Jess Sobel sends out to housing conference attendees. (*Note: The Housing Conference debriefing is taking place at MSHDA today, with the next meeting scheduled in August.*)
- ◆ Once the workgroup starts looking at individual service organizations, the newsletter may have to be revamped to also be targeted at these groups and their board members and constituents.
- Jeff Padden will be sure that Jeff Bickert knows how to archive old eNews editions and make them available in an easily-accessible form.
- *CTEH Web site:*
 - The CTEH Web site is scheduled for release in July.
 - After the Web site's release, a very active approach to pushing people to the site will be essential. This might include pushing people to the site through RSS feeds, the eNews letter, an e-mail blast, etc.
 - Other Web sites to be considered and linked to the CTEH Web site:
 - ◆ Regional Council Web sites: There is an issue with the regions each having created their own Web sites while waiting for the new CTEH Web site. They have been reminded that the CTEH Web site will be up soon. Duplications should be avoided. Links to the regional sites will be posted on the CTEH Web site.
 - ◆ The community collaboratives from around the state also have a Web site.
- *RSS (Real Simple Syndication) Feeds:*
 - RSS feeds can be set up by the subscriber to filter for certain content. Once a subscriber has signed up, an alert would be sent to their e-mail to announce revisions and updates to the CTEH Web site. This would serve as an active reminder.
- *Electronic Summary Document:*
 - The summary document(s) of what each workgroup is doing and the "Statewide Workgroup Action Plans Summary Matrix" distributed at the statewide workgroup convening were distributed electronically at the regional level. Joe and Jeff P. will discuss the possibility of a regular summary document like this with Colleen Graber at PPA and make sure the original is posted to the Web site as well.
- *Cross-Group Report-Out for Reinforcement:*
 - Cross-group reports (like the one Joe distributed at this meeting) and e-News highlights could be synthesized into a document to be distributed to Regional Council chairs. This

is already being done to an extent. Connie Hackney has been forwarding this sort of document ahead of time.

- *Social Media (such as Twitter, blogs, and Facebook):*
 - These are already being used by many including community collaboratives (Manistee Human Services Collaborative, for example, has Twitter and a blog).
 - The State of Michigan has approved the use of Twitter. Facebook is soon to follow. Mary Lou has set up a Twitter account, and Joe Connelly, Jourdan Clandenning's replacement, has been tweeting.

Review of Pace and Partners Revisions to the “Michigan Campaign to End Homelessness: Statewide External Communications Tactical Planning Calendar”

- The communications calendar describes a statewide effort to promote and implement the goals of the Campaign to End Homelessness at the statewide level. It was reviewed at the regular CBC workgroup meeting of May 14. Very little changes were made to the strategies and tactics on the calendar, but there were some additions to the statewide events with which the Campaign could align its message (through media relations, etc.).
- As the workgroup becomes more in tune with what is happening on the local level, the tactical calendar will be added to and modified to coincide with events across the state for communication of the CTEH boilerplate messaging.
- Jerrie Lynn Gibbs pointed out corrections to be made to quarterly reporting data dates on the calendar. Deb will be sure these are added/corrected.

Review of First Draft of “MSHDA Campaign to End Homelessness State Wide Communications Workgroup Statewide Communications Plan” Narrative

- This document will continue to evolve and be updated throughout its existence. Once the issues discussed below have been addressed, there will be revisions to this document.
- The document currently refers to “state, regional and local” levels. What needs to be developed further is what the depth of the connections between these levels ought to be.
 - Deb expressed that state-level communications should take precedent. 100% of efforts should be concentrated on the state level communication, with locals echoing whatever is being done at the statewide level.
- Next steps in this document:
 - Most importantly, the messaging needs to be updated after taskgroup 3.0 develops boilerplate messaging for the Campaign. See “Update from 3.0 Taskgroup: Boilerplate Messaging” below.
 - Results from the Pace and Partners communications plan survey, as presented at the convening, need to be added to the plan narrative, as suggested on page one of the document.
 - Several other questions still need to be resolved, as pointed out on page two of this document under “Considerations: Call to Action, Framing, Statewide Voice, Staffing and Resources, and Need for Public Polling Data.”
 - The “Strategies and Tactics” section on page five will need to be expanded to include more detail (when it is clear how each tactic will be used and what is needed on both the state and local level). It may take further research to determine what is actually needed out in the regions, but each strategy and tactic should be further defined and developed.
 - Polling to uncover public perception of homelessness, and what might be done to the communications plan to address this issue, is a possibility.

- Image advertising at the state level vs. wholesale delivery at the local level. There is only a passing mention of the local efforts in this plan. The connection between state and local levels is missing in the plan thus far.
 - Deb pointed out that the calendar addresses connections to the local level, but that each region will undoubtedly have differing needs.
 - Until locals are met with to assess needs for technical assistance, etc. it will be hard to fully address the local level in the plan documents.
 - Support to the locals may include toolkits, information given on the CTEH Web site, media training, etc.

Identifying a Champion for Pushing the External Communications Plan Goals and Timelines

- A meeting involving Gary Heidel and Sally Harrison needs to be scheduled to address who might be in charge of driving the communications plan; this person would essentially be the communication director for this effort.
- The person selected as the driving force of the communications plan should be present, if possible, at the 3.0 taskgroup boilerplate meeting discussed below.
- Additionally, everyone else's role will need to be clearly defined once this champion is identified.

Update from 3.0 Taskgroup: Boilerplate Messaging

- The single message, single focus boilerplate language for the Campaign needs to be designed. This action has been added to strategy 3.0 on the CBC Action Plan.
 - This language should explain the goals of the organization and will be included in all press releases.
- Pace and Partners (Deb Horak, Lisa Crumley) will facilitate this message creation along side Jason's taskgroup, which includes: Jason Weller, Janay Brower, Charlie Mahoney, Judy Kell, Erin Skene-Pratt, Gary Heidel, Mary Lou Keenon, and Kathy Swantek. Jason and Deb will schedule a meeting soon.
 - Janay is on maternity leave. BriAnne McKee, who works with Janay at the Grand Rapids Area Coalition to End Homelessness, may be able to step in to help with this task. Jason will contact her.
- Public polling was discussed at the May 14 meeting as a tool for messaging formation purposes, possibly as an add-on to one of the State of the State Surveys (SOSS).

Looking to What Other States Are Doing in Homelessness Efforts

- It was suggested that someone look into what other states are doing in terms of similar efforts and to obtain models and best practices. Michigan is, however, setting the example right now.
- The CTEH Web site is likely to get national attention once it is released.
 - It was suggested that the Web site be submitted in the call for entries by August 7th (NCHA).

Taskgroup 2.0 Internal Communications Plan Flowchart

- This chart seeks to lay out a specific plan for internal communication, which refers to communication among CTEH leadership, the statewide workgroups, and regional council leadership.

- One of the goals of this chart was to prevent both gaps and overlap between the tasks of each statewide workgroup.
- Most of what is included on the internal communications flowchart is already happening (includes Web site and newsletter).
- The chart draft had been modified and cleaned up by Connie Hackney since last presented by former member Mike Harris. It was also modified during this meeting to include:
 - A cross-group report-out at the beginning of each statewide workgroup meeting to inform each workgroup of the current tasks and achievements of the other workgroups. PPA will compile this summary report-out and PPA facilitators will present this information at each meeting.
 - Added to the PPA bubble on the chart was a statement about PPA facilitators meeting regularly to discuss workgroup action plans, accomplishments and cross-group issues.
- This chart will be shared with the rest of the statewide workgroups as an agenda item before being reviewed by the statewide CTEH leadership. Connie will update this document and get it to the workgroup.

Review of Action Plan Outcomes and Changes Made

Action 1.3: Recommend Statewide Coordinated Communications Plan to DRT.

- In all places that “DRT” appears in this action, it has been replaced with “Sally Harrison”.
- Feedback from other statewide workgroups was added in as a sub-action.

Action 2.1: Develop a Specific Plan for Communication Among Statewide Workgroups.

- Completion date for review of the beta version of the new CTEH Web site was added.
- Feedback from other statewide workgroups was added as a sub-action.

Strategy 3: Increase Effectiveness of State and Local Planning and Build Public and Political Support for Ending Homelessness through More Fully-Aligned State and Local Collaboration.

- Several workgroup members were added to the 3.0 taskgroup.

Tasks Completed

- Second draft of statewide external communications tactical planning calendar has been reviewed.
- Initial draft of the external communication plan has been reviewed and suggested changes have been given to Pace & Partners.
- The CTEH eNews continues to be published and the CTEH Web site is nearing its date of release.
- Connie Hackney presented another draft of the internal communications plan, which will be revised and finalized at the July 9, 2009 meeting.

Tasks Assigned

- **Joe Quick** will:
 - Add a cross-workgroup report out agenda item and present this report at each monthly meeting.
 - Update the CBC Action Plan with changes and additions discussed at this meeting.
 - E-mail next steps and assignments soon.
 - Reschedule the July CBC meeting.

- Make sure that the internal communications plan is added as an agenda item for each workgroup to review the document for feedback.
- **Jeff Padden** will:
 - Be sure Jeff Bickert knows how to archive eNews.
- **Joe Quick and Jeff Padden** will:
 - Discuss the possibility of a regular summary document of workgroup goals and accomplishments, like the one distributed at the May convening, with Colleen Graber at PPA and make sure the original is posted to the Web site.
- **Jeff Bickert** will:
 - Create Constant Contact reports that show how many people have subscribed to the eNews and how many are actually opening it.
 - Create a report that shows patterns of usage with regard to which articles are being opened the most.
 - Cross reference the list he receives from Bill Reid to the report on eNews subscription action from the community collaborative contacts.
- **Bill Reid** will:
 - Send Jeff Bickert the list of community collaborative contacts he received from Mary Ludtke so that Jeff can do a cross-reference to see if there has been eNews subscription activity from this list.
- **Erin Skene-Pratt** will:
 - Contact Greg Roberts at the Governor's Office of Community and Faith-Based Initiatives and major faith-based umbrella groups (Catholic Conference, Lutheran Social Services, etc.) about reaching out to the faith-based community for eNews distribution.
- **Connie Hackney** will:
 - Follow up with the Michigan Foreclosure Taskforce and the MSHDA Lease Counseling Network on connecting with the CTEH eNews.
- **Jason Weller** will:
 - Contact BriAnne McKee at the Grand Rapids Area Coalition to End Homelessness about contributing to the 3.0 taskgroup boilerplate messaging while Janay Brower is on leave.
- **Deb Horak** will:
 - Make corrections to quarterly reporting data on the tactical planning calendar, as pointed out by Jerrie Lynn Gibbs.
- **Jason Weller and Deb Horak** will:
 - Set up a meeting for Jason's taskgroup to deal with boilerplate messaging for the CTEH external communication plan.
- **Mary Lou Keenon** will:
 - Schedule a meeting with Gary Heidel and Sally Harrison with regard to staffing of who will be the driving force behind the external communications plan.
- **Connie Hackney** will:
 - Update the internal communications flowchart and get a new version to the workgroup as soon as possible.

Next Meeting/Upcoming Events

- July meeting will be rescheduled by e-mail.
- August 13, 2009 meeting will follow.