



Community Building and Communications Workgroup Meeting Minutes March 12, 2009

Items Relevant to Other Workgroups

None.

Attendees

Erin Skene-Pratt (Chair)
Judy Crockett
Mike Harris
Debbie Horak
Mary Lou Keenon
Charlie Mahoney

Bill Reid
Nichole Waters
Jeff Padden, PPA
Joe Quick, PPA
Jourdan Clandenning, MSHDA

Discussion Items

Review of Agenda, Materials and Previous Assignments

- Erin Skene-Pratt reviewed the agenda items, made sure all workgroup members received meeting materials, and roll was taken.
- CBC workgroup meeting minutes of February 12, 2009 were reviewed and approved.

Announcements

- Jourdan Clandenning will be leaving MSHDA. Her last day is tomorrow, Friday, March 13. The eNews tasks will be taken over by Jeff Bickert and Vanessa McDonald. Jeff B. will be in charge of collecting news articles.
- It was requested that the Campaign eNews tinyurl sign-up link for e-mail signatures be resent to the full workgroup.
- A date for the Michigan's Campaign to End Homelessness statewide workgroup convening has been set. The meeting will be held at the Kellogg Hotel and Conference Center in East Lansing and will begin as early as 9:00 AM. A three-hour slot from 9:30 AM to 12:30 PM is expected for the planning and creation of the statewide external communication plan (Action Plan task 1.2) by the CBC workgroup. An e-mail "save the date" was distributed. Joe will redistribute this to the full workgroup.

Review of Pace and Partners document "MSHDA: Campaign to End Homelessness Communication Plan Development"

- New dates for this timeline document were discussed with respect to the statewide workgroup meeting having been pushed to May 7th, including meeting dates for draft plan creation and review.
 - If Pace has a draft ready, post-May 7's convening and by May 14th (the workgroup's regular monthly meeting), this meeting will be used for review and comment on the written plan draft. It will be the main purpose for this meeting.

Review and Adjustment of Action Plan Deadlines and Taskgroup Members

- New timeline dates (also see revised Action Plan for these changes):
 - Action 1.2 date changed to June 1, 2009, from February 28, 2009.
 - Action 1.3, presentation of the plan to the SLT, has been changed to the June 17 SLT meeting.
 - ◆ Erin will present this and maintain regular communication with the SLT (1.3.3).
 - ◆ The dates for 1.3 will be split into separate dates for 1.3.1, 1.3.2 and 1.3.3. 1.3.2 “how-to” materials that accompany the 1.3 task will be completed by August 31. 1.3.3 is an ongoing task.
 - ◆ “How-to” materials brain-storming may occur at the May 7th meeting as well.
 - ◆ Charlie agreed to chair/sub chair the 1.3.2 subtask with Erin.
 - Action 2.1 already completed. Needs updating. See discussion re: Internal Communications Plan (2.1) below.
 - ◆ Subtask 2.1.1 completed January 15, 2009.
 - ◆ Subtask 2.1.2 should be divided into two parts, one for review of site map, and one for review of beta version. Dates are TBA. See discussion below.
 - ◆ Subtask 2.1.3 was completed December 1, 2008, when Debbie Horak agreed to attend all CBC meetings.
 - Action 2.2 has also been completed.
 - Action 3.1 date has been changed to September 30, 2009. All other Strategy 3 task dates will be reassessed in the near future.
 - ◆ Erin spoke with Beverley Ebersold, Strategy 3.0 taskgroup lead, about her involvement with the workgroup. Beverley apologized about not being able to participate in meetings and expressed interest in helping with this strategy. She will, however, be on maternity leave starting near the end of April.
 - ◆ Gary Heidel will definitely need to be involved with this strategy.
 - ◆ It was suggested that all dates for this strategy be pushed back to some time in the Fall, and that the group check in with Gary and Beverley about this.

2.1 Taskgroup: Campaign Web site, Internal Communication Plan, and eNews Assessment and Call for Articles

- Web site
 - Pace now has a draft of the site map and site design, which will be presented to MSHDA today at a 3:30 meeting.
 - ◆ Nearly all items mentioned in meetings with this task group, and the full workgroup, have been considered in the formation of the site map.
 - Mike Harris, chair of the strategy 2 task group, expressed confidence that all elements of the Web site discussed as essential by the task group and full workgroup have been included.
 - It was discovered that discussion areas for the regions and the workgroups have yet to be included. Debbie said she would mention this to Sally, Janet and Vanessa at the 3:30 meeting today at MSHDA.
 - The CBC workgroup will be kept in the loop when it comes to review of the content, structure and design. The job of the workgroup, as expressed by Charlie Mahoney and Debbie Horak, will be mainly to lend a second “pair of eyes” and to identify anything that may be lacking. This review of the Web site will happen in two stages:

- ◆ Once the site map is approved (hopefully at today's 3:30 meeting), Debbie will share the site map for the workgroup to look over.
- ◆ Eventually, there will also be a beta version of the site to review before it is published. An estimated date for its creation and review is not possible at this time.
- Debbie will send Jeff Padden and Joe Quick (PPA) a target date for review of the sitemap and possible dates for completion of a beta version.
- It was suggested that, once the Web site is published, the CBC workgroup have a webinar/meeting at some point to familiarize with how to use/navigate the site.
- Internal Communication Plan (2.1)
 - Jeff and Erin Suggested that Mike Harris' flow chart of internal communication, once updated, could serve as the written communication plan for communication within the Campaign.
 - ◆ Certain components of this chart will have to be updated ("Missing Link" bubbles), as these questions/concerns have been answered. Among them:
 - "How is knowledge of the E-Newsletter disseminated and who needs to receive it?"
 - "Pace and Partners is developing the Campaign Web site that will eventually house the above mentioned documents."
 - Where do the stories/info for the E-Newsletter come from? Who determines if the info received is accurate/reliable; is it the info wanted?"
 - ◆ Mike will revise this flowchart.
 - ◆ This document will be presented, by Erin, to the SLT for approval.
- Newsletter
 - NOTE: It was decided after this discussion that the eNews agenda item from here on out will include discussion of what needs to be modified about the newsletter, general issues, etc. Story ideas will not be solicited as a workgroup agenda item, but will be submitted to Jeff Bickert.
 - Jourdan's last day is Friday. Jeff Bickert will be the contact now at MSHDA. He will collect articles from PPA and the workgroup.
 - Last meeting it was discussed that an email account for receiving articles from the workgroups and the Regions might be established. This meeting produced a modified protocol for submitting articles.
 - ◆ Until the Web site is established, eNews articles and ideas will be sent to Jeff Bickert's MSHDA e-mail account. Joe will send the workgroup his e-mail address.
 - ◆ Once the Web site is published, there will be a dropbox button for people to submit articles and ideas. There will be a statement about MSHDA having editorial rights with respect to what is included, and a statement clarifying what types of articles are typically included.
 - Quality control, approval and security:
 - ◆ All eNews content is approved by Sally Harrison after being viewed and collected by PPA and Jourdan (soon to be Jeff B.).
 - ◆ The only people who have access to the Constant Contact account are Mary Lou Keenon, Jourdan and Jeff B.
 - ◆ Eventually, the link on the site to submit articles will also include info about obtaining permissions to use any photos submitted.
 - eNews drafts

- ◆ Mike Harris should be added to the e-mail list of those who get a draft of each eNews for review and approval. This is another task that will become Jeff Bickert's.
- eNews article ideas:
 - ◆ March 19 kick-off of local housing trust fund. This could be reported on in April. Charlie will write something up and pass along to Jeff Bickert.
 - ◆ CoCs in Livingston were working to create affordable housing facility in Osceola. The township, disappointingly, prevented this from happening. Everyone is aware that affordable housing needs to be built and agrees with the concept, until a facility will be built in their township (suggested by Mike Harris).
 - Not all articles have to be good news.
 - This article could serve to present common arguments from communities against the establishment of affordable housing facilities in their townships, neighborhoods, etc.
 - It could also demonstrate how to respond to such setbacks.
 - ◆ Ongoing calendar of events
 - Events should be sent to Jeff B. to add to the calendar (Homeless Connects projects, training, finding deadlines, etc.)

Update on 1.2 Communications Planning Process, Summary of February 13th Meeting, and Further Planning for Session at May 7th Convening

- Judy Crockett, Erin and Jeff briefed the workgroup on the February 13th meeting, for which a summary was provided. Additionally, a chart titled "MSHDA: Campaign to End Homelessness Communications Development Work Plan for Discussion" was distributed. Dates on this document will be updated by Debbie Horak to reflect new convening date of May 7th.
- The planning process consists of 3 different stages (see summary of meeting/call of February 13th for details):
 - *Pre-session gathering of information.* This will consist of a questionnaire distributed by Debbie next week. Workgroup members will need to submit these within a few days of dissemination.
 - May 7th session, beginning with a draft by Pace and aiming for a consensus on key topics.
 - Post-session draft will be circulated by Pace for review and comment.
- Pace will play a major role in determining how the May 7th session will run. As the session develops, Debbie will keep Erin, Judy, and PPA in the loop and consult with them.

Update on CTEH Organizational Structure

- Jeff updated the workgroup in regard to the structure of the Campaign (CTEH) and the alliance with the Voices for Action (V4A) initiative.
- Progress was made about the structure and relationship between the organizations through meetings with PPA (Jeff), Sally Harrison and Linda Schmidt. Linda and Sally are close to having this structure worked out, and will soon notify all of those involved about what this structure/relationship might look like.
 - The CTEH's 5 statewide workgroups are not likely to merge with the V4A, but continue on as they are structured now.
 - Anything that is done in the CTEH workgroups that is also pertinent to V4A will be shared with them.

Review of Document: “The 2009 communications plan of the Housing Task Force of ISAAC (Interfaith Strategy for Advocacy & Action in the Community, a Gamaliel affiliate)”

- This document was submitted to Joe Quick (PPA) as a response to the 1.1 task survey (taskgroup led by Erin), which asked respondents to share their written communications plans with the CBC workgroup.
- Workgroup members quickly reviewed this plan, discussed its possible value to the development of the workgroup’s plan, and mentioned adding “what a communication plan looks like” templates to the “how-to” materials that will be created as part of action 1.3.2.

Tasks Completed

- Non-member invitees removed from CBC Roster.
- Further progress has been made on the 1.2 external communications plan, including a February 13th planning session and a timeline with regard to further planning and plan writing.
- February’s eNews was published and distributed, and articles for the March edition are written and assembled.
- A thank-you e-mail was distributed to 1.1 survey respondents, which also encouraged them to sign up for the Campaign eNews.
- The CBC Action plan was reviewed and new time lines were established.

Tasks Assigned

- Joe Quick will resend the e-mail invitation for the May 7th convening of the Campaign statewide workgroups to workgroup members.
- Joe will send the tinyurl link to the workgroup to use in e-mail signatures.
- Joe will update the action plan to reflect new task completion dates.
- Joe will update the CBC roster by removing Jourdan Clandenning and adding Jeff Bickert, and send Janet Irrer and Mary Lou Keenon the updated document.
- Joe will send Jeff Bickert’s e-mail address to the workgroup.
- Jeff or Joe will add to each monthly CBC meeting agenda a link to the previous eNews.
- Debbie Horak will update communications planning chart, and send an e-mail to Jeff and Joe in follow-up to her meeting at MSHDA today with more concrete review and completion dates.
- Debbie will provide a target date for review of the Campaign Web site map by workgroup members, and possible dates for review of a beta version of the site.
- Debbie will get the pre-session questionnaire to the workgroup next week.
- All members will be asked to complete the pre-session questionnaire within a few days of receiving it from Debbie.
- Mike Harris will update the Strategy 2 communications flow chart, which will be used as the communication plan for that strategy.

Next Meeting/Upcoming Events

- Next meeting: April 9, 2009 from 10:00 a.m. to 12:00 noon.
- Note: There will be two meetings in May:
 - May 7th is the face-to-face statewide workgroup meeting at the Kellogg Center in East Lansing.

- May 14th will be our regularly scheduled workgroup meeting, 10:00 a.m. to 12:00 noon (which will include follow-up and review of the document created on the 7th).
- Scheduling for the year may be revisited at the May 7th convening.

Meeting Assessment

- No notes taken.