



## Community Building and Communications Workgroup Meeting Minutes April 9, 2009

---

### *Items Relevant to Other Workgroups*

Handling of data on the new CTEH website

### *Attendees*

*Erin Skene-Pratt (Chair)*  
*Jeff Bickert*  
*Jerrie Lynn Gibbs*  
*Connie Hackney*  
*Debbie Horak*  
*Mary Lou Keenon*

*Bill Reid*  
*Kathy Swantek*  
*Jason Weller*  
*Jeff Padden, (PPA)*  
*Dan Gough, (PPA)*

### *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 by Jeff Padden.
- CBC workgroup meeting minutes of March 12, 2009 were reviewed and approved.
- Jeff Padden went through last meeting's assignments.
- Some did not receive the pre-session questionnaire, apparently due to trouble with firewalls.
  - PPA will check into ensuring that e-mails are getting through. Michigan.gov servers are filtering out many PPA e-mails that have attachments or hyperlinks.
  - PPA is attempting to resolve this issue with DIT.
    - ◆ Jeff Bickert set up a new Gmail account to work around this.

#### **Announcements**

- Mike Harris has resigned from the workgroup.
- Gina McKissic has expressed interest in participating and could be a replacement for Mike for region 7. Connie Hackney and Jerri Lynn Gibbs will make a recommendation about who can represent region 7, possibly Gina or Susan Cancro.
- With Mike's departure Connie Hackney will be the new lead for Action 2.1 task group.
- New member, Jason Weller agreed to take the lead on Strategy 3 task group for Beverly Ebersold when she goes on maternity leave.
- New member, Jeff Bickert of MSHDA, will be the lead on the e-newsletter. He will be requesting, collecting, and formatting articles each month.
- Jeff B. will also replace Jourdan on Action 2.1 Task Group.
- Erin will be on maternity leave soon as well and will need help down the road.
- Jeff Padden will resend the roster to everyone, also to Jeff Bickert's Gmail account to help with the newsletter.

## **Review of May 7<sup>th</sup> Meeting**

- Bill Reid, Charlie Mahoney, and Judy Crockett are unable to attend.
- The April 8<sup>th</sup> deadlines for the reservation of the block rooms will be extended.
- Jeff Bickert will send an e-mail to all members of the workgroups regarding the date and time of the meeting and the block of rooms after receiving the roster from Jeff Padden.
- Agenda planning:
  - 8:30: Breakfast
  - 9:00: Opening remarks with Sally Harrison
    - ◆ Review of agenda
    - ◆ Introduce Paul Biering
      - Paul Biering will be connected from MSHDA to all eight regional representatives. He will be spending about 15 minutes with each of the five statewide workgroups during their meetings.
  - 9:30-12:30: Workgroup meetings
    - ◆ CBC workgroup will focus on the communication planning process
    - ◆ All workgroups will offer ideas along with two or three key questions they might have for other workgroups.
  - 12:30-1:30: Lunch within workgroups with regional representatives and Voices for Action (V4A) representatives.
  - 1:30-2:00: Joint presentation by Sally and Linda about the CTEH
    - ◆ Discussion of how V4A and CTEH will be aligned.
  - 2:00: Panel to discuss the alignment of V4A and CTEH
  - 3:00: Erin Skene-Pratt will facilitate brief reports from each of the workgroups. Each of the questions that the workgroups were asked to come up with will help move this discussion along.
  - *Closing*: Sally and Linda

## **External Communications Planning Update**

- The questionnaire/survey will now close Monday, April 13<sup>th</sup> at 11:45 PM.
- Erin, Judy, Deb, and Jeff will work together to review the agenda for the external communications plan for the May 7<sup>th</sup> meeting.
- Pace and Partners are planning to review the results of the survey and will use them to shape the agenda for May 7. Nick Armit, PPA, will analyze the data Tuesday, April 14<sup>th</sup> and should have it to Pace by about noon the following day.
- The draft communication plan will be available for review at the May 14th CBC workgroup meeting.

## **Internal Communications Update: eNews Discussion**

- Jeff Bickert has corrected some early glitches that arose due to the transition from Jourdan to him.
- There are over 700 subscriptions and rising.
- Individuals can sign up for the CTEH eNews at this link: <<http://tinyurl.com/CTEH-eNews-signup>>
- The group talked about working through other organizations that can help with marketing that link and the newsletter:
  - CEDAM (Jason will contact)
  - Michigan Coalition Against Homelessness (Jason will contact)

- The Michigan League for Human Services (Erin will contact)
- Mary Lou will begin to tweet on twitter regarding the e-newsletter.
- Mary Lou will create some possibilities for the Affordable Housing Conference (AHC).
  - ◆ A small card in the tote bag
  - ◆ Sign-up sheets
  - ◆ There are other possibilities at the AHC to explore.
- Bill Reid suggested that the Community Collaboratives be asked to help.
- Any other organizations that can help will be a topic for discussion at our next meeting.

### **Update on Michigan's Campaign to End Homelessness New Web site**

- The homepage looks good.
- Updates:
  - Amanda at MSHDA will help facilitate any updates.
    - ◆ Documents to PPA to update the logo
    - ◆ Mary Lou will get Amanda any other updates.
- The site map is more indepth.
- We have installed a flash module so we will have changing pictures.
- Some of the Web site will only be available for the agencies to allow for sharing of resources.
- There will be a calendar.
  - Training info will be available at statewide and regional levels.
  - MSHDA will have control of the data for the calendar.
- HMIS data will provide info at the local level.
  - Some of the data will be made available to all users, other data only to those with logins and passwords.
  - Deb Horak will bring up sensitivity issues regarding making data available to all in a meeting with Barb and Janet next week.
- Success Stories:
  - Deb Horak will need contacts to do interviews related to collecting these success stories.
  - A notice will be sent out asking attendees of the May 7<sup>th</sup> meeting to bring any stories with them.
  - We can build a way to capture those stories into the May 7<sup>th</sup> meeting.

### **Review of the Action Plan**

- Due dates will be added as a regular agenda item for CBC meetings.
- Action Item 1.2.
  - *June 1<sup>st</sup> deadline.* Work is coming along.
  - Presentation of the plan, action item 1.3, is June 17<sup>th</sup>.
- Action 1.3.2 will become 3.1.
  - The August 31, 2009 deadline will be changed to the September 30 deadline for 3.1.
- Actions 2.1–2.1.3.
  - Some of it is already done.
  - Beta version will hopefully be ready the first week of June. Deb will have more information at the May 14<sup>th</sup> CBC meeting.
  - Connie, Mary Lou and Jeff Bickert are finishing up the specific plan for communication among statewide workgroups for the May 14<sup>th</sup> meeting.
  - Communication will be added to the flowchart by Jerrie Lynn.

## ***Tasks Completed***

- Joe Quick will resend the e-mail invitation for the May 7<sup>th</sup> convening of the Campaign statewide workgroups to workgroup members.
- Joe sent the tinyurl link to the workgroup to use in e-mail signatures.  
<<http://tinyurl.com/CTEH-eNews-signup>>
- Joe updated the action plan to reflect new task completion dates.
- Joe updated the CBC roster by removing Jourdan Clandenning and adding Jeff Bickert, and sent Janet Irrer and Mary Lou Keenon the updated document.
- Joe sent Jeff Bickert's e-mail address to the workgroup.
- Debbie Horak updated her communications planning chart, including more concrete review and completion dates.
- Debbie provided 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 got the pre-session questionnaire to the workgroup for review.
- March CTEH eNews was published.

## ***Tasks Not Completed***

- Jeff or Joe will add to each monthly CBC meeting agenda a link to the previous eNews.
- Mike Harris will update the Strategy 2 communications flow chart, which will be used as the communication plan for that strategy.

## ***Tasks Assigned***

- Connie, Mary Lou and Jeff B. will finish up the internal communication plan using Mike's flow chart as the starting point.
- Jeff P. will find an electronic version of the flow chart and forward that on to Connie.
- Membership and Leadership:
  - Connie and Jerrie Lynn will make a recommendation about representation from region 7.
  - Connie will now lead task group 2.1.
  - Jason Weller will lead the strategy 3 work group.
- May 7 convening:
  - Jeff B. will send the announcement about May 7<sup>th</sup> to all the workgroup members from a MI gov. address. (Jeff P. will send Jeff B. the complete roster to his gmail account.)
  - Jeff P. will double check to make sure that all of the regional reps are invited to the May 7<sup>th</sup> event.
  - Deb will work with Jeff P., Erin, and Judy to nail down the agenda for the workgroup meeting at the May 7<sup>th</sup> event.
  - PPA will deliver the survey analysis to Pace on Wednesday, April 15<sup>th</sup> to use in preparation for the May 7 meeting.
- Marketing the CTEH eNews using the link <<http://tinyurl.com/CTEH-eNews-signup>>
  - Erin will contact the Michigan League for Human Services.
  - Jason will contact CEDAM and the Michigan Coalition Against Homelessness.
  - Mary Lou and Jeff B. will arrange for e-news signup at the Affordable Housing Conference.
  - Mary Lou will tweet regarding the e-newsletter.
  - Everyone will think of other groups that might be able to help distribute the link for the e-news.

- Each group will be asked to send out the “subscribe” link, <<http://tinyurl.com/CTEH-eNews-signup>>.
- Bill Reid will contact community collaboratives about the e-news.
- Deb will send the new logo and other branding files to PPA.
- Each member will collect success stories and provide them to Deb Horak.
- Deb will go over what types of data should be made available on the Web site with Barb and Janet and will report back to this group.

### ***Next Meeting/Upcoming Events***

- *Note:* There will be two meetings in May:
  - May 7<sup>th</sup> is the face-to-face statewide workgroup meeting at the Kellogg Center in East Lansing.
  - May 14<sup>th</sup> will be our regularly scheduled workgroup meeting, 10:00 AM. to Noon (which will include follow-up and review of the document created on the 7<sup>th</sup>).
- Scheduling for the year may be revisited at the May 7<sup>th</sup> convening.

### ***Meeting Assessment***

- No notes taken.