



Partners in Care, Oahu's Continuum of Care 2017 Communications Work Plan

- Strategic Priority #1: Strengthen PIC's Community-Based Process**
Strategic Priority #2: Design and Execute an Effective Advocacy Strategy
Strategic Priority #3: Improve PIC's Internal Operations and Compliance
Strategic Priority #4: Develop and Deliver Effective External Communications

Priority	Goals	Tasks	Lead	Oversight	Due Date
1	<ol style="list-style-type: none"> 1. Improve Trust within PIC 2. Diversify and Strengthen Membership 	<ul style="list-style-type: none"> • Conduct listening tour of PIC members in March and April (3 to 4 visits per week) and report to membership in May. • Develop and implement internal communications plan (policies and procedures) to improve dissemination of meeting materials and issue position statements. • Support governance restructuring by targeting 3 to 5 membership segments in collaboration with leadership, develop specific strategies for community partnerships and outreach, public media and communications, and online communication channels to reach target segments most effectively. 	<p>Director</p> <p>Director</p> <p>Director</p>	<p>Org Dev</p> <p>Secretary</p> <p>Org Dev</p>	<p>Q2-May</p> <p>Q1-Mar</p> <p>Q2-May</p>
2	<ol style="list-style-type: none"> 1. Effectively Execute Advocacy Strategy 	<ul style="list-style-type: none"> • Gather community impact data and develop compelling messaging for elected officials and policy makers in the form of dashboards and reports specific to districts and aggregate reports. Place all issue position statements on website. • Develop relationships with elected officials and staff by conducting in person meetings and providing data specific to legislative/council districts. 	<p>Data Coor</p> <p>Director</p>	<p>Data</p> <p>Advocacy</p>	<p>Ongoing</p> <p>Q3-July Ongoing</p>
3	<ol style="list-style-type: none"> 1. Strengthen Committee Structure and Contribution 2. Improve Meeting Effectiveness and Value 	<ul style="list-style-type: none"> • Design and disseminate a quarterly e-newsletter to membership to communicate meetings and events; updates, decisions, and actions; and HMIS data quality and reporting. 	<p>Director</p>	<p>Awareness</p>	<p>Begin Q2 April</p>

	<i>(Duplicated in Administration Work Plan)</i>	<ul style="list-style-type: none"> Develop and implement policies and procedures for posting agendas and minutes on the website for public viewing. 	Director	Secretary	Q1-Mar
4	<ol style="list-style-type: none"> Clear Messaging Plan to Deliver Identify and Train Network of Speakers Case for Support and Story Bank Proactive Earned Media Strategy 	<ul style="list-style-type: none"> Design and implement speaker's bureau to deliver HL 101 curriculum in collaboration with Advocacy Committee. Schedule and deliver at least one training per quarter beginning in Q3 to key stakeholder groups to diversify/strengthen membership and effectively executive advocacy strategy. Design and develop marketing collateral (print, web, and social media) that communicates case for support and includes stories and data for 2 to 3 target segments. Executive Committee will prioritize segments and Awareness Committee will oversee development of the collateral in collaboration with Director to reach target segments most effectively. Support event planning for the SW Homeless Awareness Conference to include event plan, budget, sponsorships, and program design by attending Awareness Committee meetings regularly. Design and implement CES communications plan targeting public support of portals of entry to CES. Develop and implement communications calendar to include earned media (press releases/conferences), website promotion and social media that aligns with strategic goals and initiatives of committees and membership. Develop and implement communications strategy for release of 2017 PIT Report to include developing talking points, drafting and distributing a press release, organizing a joint press release with BTG and responding to media and communication inquiries about report. 	Director	Advocacy	Q2-Design Q3-Implement
			Director	Awareness	Q3-Prioritize Q4-Desig/Dev
			Director	Awareness	Ongoing
			Director	PI/CES WG	Q2-Desig/Dev Q3-Implement
			Director	Exec/Aware	Q2-April Ongoing
			Director	Exec/Data	Q2-April