



**Partners in Care, Oahu's Continuum of Care
2017 Communications Plan – Revised August 2017**

Strategic Priorities:

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

Priority	Goals	Tasks	Lead	Oversight	Due Date
1	1. Improve Trust within PIC 2. Diversify and Strengthen Membership	<ul style="list-style-type: none"> • Conduct listening tour of PIC members and report to membership on major trends and issues. • Develop and implement internal communications plan (policies and procedures to improve dissemination of meeting materials and issue position statements). 	Director	Org Dev	Q4-Oct
			Director	Secretary	Q3-Aug
2	1. Effectively Execute Advocacy	<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. 	Data Coord	Data	Q4-Oct
			Director	Advocacy	Q3/Q4
3	1. Strengthen Committee Structure and Contribution 2. Improve Meeting Effectiveness and Value <i>(Duplicated in Administration Work Plan)</i>	<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. • Develop and implement policies and procedures for posting agendas and minutes on the website for public viewing. 	Director	BOD	Q4-Dec
			Director	Secretary	Q3-Aug

4	<ol style="list-style-type: none"> 1. Clear Messaging 2. Plan to Deliver 3. Identify and Train Network of Speakers 4. Case for Support and Story Bank 5. 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 Communications 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	Q3- Design Q4- Implem.
			Director	Commun.	2018
			Director	Awareness	Ongoing
			Director	CES WG	Q3-Sept
			Director	Commun.	2018
			Director	SW Data	Complete