

Working Group Report to the Board

Working Group: Community Engagement

Champions: Emily Paulsen, Merideth Spriggs

Working Group Members- Attendance Sheet Attached

June Meeting: Held in-person on Monday, June 20th 2016 10:00 am-11:00 am, CCSS 1600 Pinto Lane, Las Vegas, NV 89103.

Accomplishments-Action Items Completed:

- Gaps Analysis reviewed and proposed tasks have been prioritized within group
- Spring Newsletter published. Content will be developed by CE group on an ongoing bi-monthly basis as of May 2016. (Strategy 2b, i.-iii.)
- New Help Hope Home Website is live. Website is being actively promoted through NHA Provider meetings/announcements, as well as the Spring Help Hope Home Newsletter. (Strategy 2a. i.-iii.)
- Social Media Development. Facebook and Twitter accounts have been created. A strategy for monthly social media campaigns has been established as of May 2016. Content for monthly social media blasts will be developed and coordinated through the group on a monthly basis. Partner CoC agencies will be asked to participate in social media blasts. A directory is being created for social media managers at partner agencies for this purpose. (Strategy 2c. i.-iii.)
- Public Service Announcements on Responsible Giving have been filmed and produced. (Strategy 3.c.)
- Education on General Homelessness and Service Information: City of Las Vegas TV specials on homelessness have been filmed. The first series has been promoted through social media pages. (Strategy 4b.)
- Group is reviewing content and developing monthly media releases to highlight CoC events, activities, and updates. (Strategy 4b.)

Near term: Action Items In-progress/Pending:

- Establishment of Communications Plan (Formalized vetting process for use of CoC logo and messaging). Formal outline has been drafted and will be reviewed by CE group in July 2016. Final draft will be forwarded onto the CoC Board for approval. (Strategy 1. a-b, i.-iii.)
- Support development of Giving Project Website (Strategy 3.a i.)
- Develop and promote Donation Directory. A survey of agency donation needs and donations processes has been conducted and data has been recorded. CE group will formalize outline of directory for HHH website publication in July 2016. (Strategy 3b. i.-iii.)
- Publication of PSA's on social media and partner agency websites. (Strategy 3c.)
- Confirmation of Trust Fund Link for HHH website (Strategy 2a. iv.)
- Development of educational materials on homeless outreach. (Strategy 4.c.)

Goals not yet met/Issues:

- Identification/Establishment of SMART Giving Zones. CE group is scheduled to approach this project in Fall 2016.

- Promotion of Responsible Giving PSA's at public locations; DMV, ER Waiting Rooms. CE group will assign tasks in Summer 2016.
- Development of Speaker's Bureau. Additional tasks/strategies to complete this project will be undertaken in July 2016 with a target date of completion in December 2016.

Announcements:

- Photos of partner agencies in action are needed for the Help Hope Home website, social media accounts and newsletter. Please send in pictures that have appropriate photo releases.
- Additional members and participation is needed. Please attend our next meeting on June 20th at 10:00am at Clark County Social Services, 3rd Floor Conference Room. 1600 Pinto Lane, Las Vegas, NV 89103.
- Follow Help Hope Home on Facebook and Twitter.
- Check out our new website! www.helphopehome.org

Attendance

Member Name	Apr-16	May-16	Jun-16
Emily Paulsen	x	x	x
Merideth Spriggs	x	x	x
Catherine Huang-Hara	x	x	x
Emily Lewis	x	x	x
Shalimar Cabrera		x	
Monica Gresser		x	
Dan Kulin	x	x	x
Ambrosia Crump		x	
Maria Castillo-Couch		x	x
Donna Jordan	x	x	
Kena Adams			
Paula Zier			
Henry Sneed			
Kathi Thomas-Gibson			
Rob H			
Melissa McClary			
Noelle Brunelle		x	
K. Adams			
J. Calloway			
M. Gatti			