

Working Group Report to the CoC Board

Working Group: Community Engagement

Champions: Emily Paulsen, Merideth Spriggs

Working Group Members- Attendance Sheet Attached

July 18 and August 15 Meetings: Held in-person 10:00am-11:00am, CCSS 1600 Pinto Lane, Las Vegas, NV 89103.

Accomplishments-Action Items Completed:

- Bi-monthly publication of online Newsletter.
- Publication of PSA's on social media and partner agency websites. (Strategy 3c.)
- Gaps Analysis reviewed and proposed tasks have been prioritized within group
- 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. 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:

- The development of a Speaker's Bureau is underway. Educational content is being developed. Additional assignments and planning will occur September 2016. Target date of completion in December 2016.
- 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. Final draft will be forwarded onto the CoC Steering Committee for approval. (Strategy 1. a-b, i.-iii.)
- 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 (Strategy 3b. i.-iii.)
- 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 Fall 2016.
- Support development of Giving Project Website (Strategy 3.a i.)

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 September 19th 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 website! www.helphopehome.org

Community Engagement Attendance Roster

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