

Working Group Report to the CoC Board

Working Group: Community Engagement

Champions: Emily Paulsen, Merideth Spriggs

Working Group Attendance: Emily Paulsen, Dan Kulin, Catherine Huang Hara, Ambrosia Crump, Taylor Hough, Emily Lewis, Maria Castillo-Couch, Julie Calloway, Vesela Zehirev.

Held: January 9th, 1:30pm-2:30pm, CCSS 1600 Pinto Lane, Las Vegas, NV 89103.

Accomplishments-Action Items Completed:

- Homeless Census Promotion (Radio, social media campaign #EveryoneCounts2017)
- On-going publication of bi-monthly newsletter
- Fact Sheets review complete for Community Engagement Tool Kit
- Developed action plan for increased publication of responsible giving PSA's to include; Channel 2, Clark County TV, CLV and Help Hope Home websites, embedded in CE Toolkit Presentation
- Developed plan for video interviews to include the voice/face of homeless community members for Tool Kit
- Power point presentation drafted and reviewed for Tool Kit and Speaker's Bureau
- Plan for development of a Speaker's Bureau is underway. Action Items in progress:
 - Speakers: CoC Board Members and CoC Program Agency Directors/Leads
 - Merideth-Develop invitation to Board to participate
 - CE Committee review and approve speaker's
 - Speaker's asked to provide 1-2 paragraph biography
 - Emily Lewis and Merideth develop promotional/web content to advertise service.
 - Emily Paulsen/NHA-To post on website and coordinate speaker's
- Establishment of Communications Plan (Formalized vetting process for use of CoC logo and messaging)

Near term: Action Items In-progress/Pending:

- The development of a Speaker's Bureau is in progress (see above for tasks completed)
- 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.)

Goals not yet met/Issues:

- Identification/Establishment of SMART Giving Zones
- Support development of Giving Project Website (Strategy 3.a i.)

Announcements:

- Community Engagement meetings held on the 2nd Monday of every month at 1:30pm
- Follow Help Hope Home on Facebook and Twitter.
- Check out our website! www.helphopehome.org