

EPEL Plan of Action: Communication Products

EPEL Plan of Action: Brochure

Communication Product	Task Descriptions	Actions	Person(s) Responsible	Set Expected Date of Completion	Check if YES, if NO set new date
Brochure	Finalizing the Brochure				
	1. Layout and content	Discuss and make decisions about the layout	All	September/October 2012	X
		Other: <ul style="list-style-type: none"> Variation in back page to allow for mailing Translation of doc to Spanish 	Jeanna/Jessica, Pat/colleague	November ? November 6 th	
	2. Next Steps with Designer	Communicate recommendations with designer	Faith		
		Send final action steps to designer for final draft	Faith/post October 26 th contact?		
		Other: <ul style="list-style-type: none"> Need high resolution PDF for print shops 	Library contact Toya to Denise (cc Jennifer) Denise to Graphic Designer	November?	
		Look over and approve final draft	Minimum 2 EPEL members – Lynne, Julie, Colleen		
	4. Printing and Timeline Other?	Investigate printing options and report printing options to those making the final decision	Lynne Jeanna (request paper sample)	10/18	
		Make the final decision regarding printing cost and other related printing issues	All	10/18?	
		Submit Brochure for reproduction	Who is point on printing? Lynne		
		Deadline for English		11/29	

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		Finalize Spanish version, send to print		12/4	
	Dissemination				
	1. Identify audience	<p>Create a list to:</p> <p>1) identify your targeted audience to send brochures to and use list to track dissemination</p> <p>Community members – City of Elgin mailing</p> <p>Partners/Professionals – Events (create list) Use stakeholder list for mailing or targeted outreach approach</p> <p>Parents – Focus Groups EPEL members with service delivery?</p> <p>Elected Officials – good to follow up post election</p>	Lynne ? with comm. manager Possibly email addresses		
	2. Plan to disseminate	<p>For each point of dissemination answer questions:</p> <ul style="list-style-type: none"> Physical copies distributed and to whom? Considerations: Will the brochure be mailed, presented at engagements, etc.? <p>Track dissemination</p> <ul style="list-style-type: none"> Initial Plans – outline numbers 			

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		<p>next to each vehicle and expected date, report on completion</p> <ul style="list-style-type: none">• Form for reporting on other distribution?			
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Talking points for the brochure walk:

- How to introduce
- How to ensure coverage of content

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EPEL Plan of Action: Calendar **DRAFT**

Communication Product	Task Descriptions	Actions	Person(s) Responsible	Set Expected Date of Completion	Check if YES, if NO set new date
Kindergarten Calendar	Finalizing the Calendar				
	1. Layout and content	Discuss and make decisions about the layout			
		Other?			
	2. Next Steps with Designer	Communicate recommendations with designer			
		Send final action steps to designer for final draft			
		Other?			
		Look over and approve final draft			
	4. Printing and Timeline Other?	Investigate printing options and report printing options to those making the final decision			
		Make the final decision regarding printing cost and other related printing issues			
		Submit for reproduction		End of October	
		Other?			
	Dissemination				
	1. Identify audience	Create a list to 1) identify your targeted audience to send brochures to and 2) track dissemination	All create plan	10/18 first draft	
		Parents – what are the vehicles to reach parents,		10/25 finalize?	

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		<ol style="list-style-type: none"> 1. One Hope Elgin EC Center 2. YWCA Preschool 3. U 46 4. CUSD 301 5. Gail Borden 6. Health Department 7. 8. 9. 10. 11. 12. 			
	<p>2. Plan to disseminate</p>	<p>Physical copies distributed and to whom?</p> <p>Considerations: Will the calendar be mailed, presented at fairs/parent events, etc.?</p> <ul style="list-style-type: none"> • Parent University • Parent –Teacher conferences at school districts • Focus groups • • • <p>How much control do we want on whether calendars are distributed? (Consider a reporting form required of each partner organization)</p>			