

**PARTNERSHIP | Strategic Communication + Outreach Plan 2014 – 2015**

**Goal:** To increase awareness of PARTNERSHIP and strengthen connections to strategic partners, promoting action from investors, community leaders, partner organizations, the faith community, and individuals (parents) to support PARTNERSHIP and children birth to five.

STRATEGIC ACTIVITIES	ACTION STEPS	TIMELINE	ACTUAL DELIVERABLE
<b>Target Audiences: Champions, Community partners and organizations serving children 0-5 and potential community collaborators</b>			
<b>Objective: Educate and build relationships to broaden and strengthen the base of support for SSSBC.</b>			
Current Champions	Implement survey Identify + Prioritize speaking opportunities Schedule + engage in trainings Create a champion job description Champion calls to action – record, testimonial, letter to the editor	Ongoing	Survey results + plan See tracking spreadsheet See tracking spreadsheet Defined job description Draft letters to the editor, articles, talking points and link to recording directions
Community Partners and Organizations	Identify and engage new champions Design and execute a social media training + connect to PARTNERSHIP campaigns	Ongoing November + March	New Champions (defined) Training for Smart Start funded programs and Training for community partners + centers/teachers
Direct Service Providers education	Smart Start at Work Here (center education, letters to providers + parents, signage in centers + outside)	WOYC (April 2015 launch)	*See Families of Children birth-five in licensed child care
Potential Community Collaborators	Create database with community collaborators	Ongoing	Complete database
<b>Target Audiences: Families of Children birth – five <u>in licensed child care</u></b>			
<b>Objective: Educate and build relationships to broaden and strengthen engagement, build systems and improve services for children and families.</b>			
Establish a baseline for knowledge about PARTNERSHIP programs and services	Create a pre and post survey to be implemented in centers	October + May	Survey + results
Identify promotional spaces for material promoting P+L	Create a list of strategic spaces for materials in the community at large	Ongoing	
F2D Parent Education campaign	Design and implement campaign in 3-5 centers of 3-5 messages with a call to action	November + December AND WOYC	Campaign of Did you Know? And listicals supporting F2D and PARTNERSHIP distributed to parents (cubbies) in 3-5 child care centers

STRATEGIC ACTIVITIES	ACTION STEPS	TIMELINE	ACTUAL DELIVERABLE
Smart Start at Work Here	Create information educating parents about PARTNERSHIP investment in their center	WOYC (April 2015 launch)	Letter, poster or collateral
Community Presence	Identify 5 community engagement events	Ongoing	<ol style="list-style-type: none"> <li>1. Culture of Health – September 2014</li> <li>2. WATV – October 2014</li> <li>3. Healthy Kids Day – April 2015</li> </ol>
Connect parents to PARTNERSHIP committees for parent representation	Identify potential committees <ul style="list-style-type: none"> <li>• Pre-K Advisory</li> <li>• WOYC</li> </ul>	Ongoing	Parents serving on identified committees
<b>Target Audiences: Families of Children birth – five <u>NOT</u> in licensed child care</b>			
<b>Objective: Educate and build relationships to broaden and strengthen engagement, build systems and improve services for children and families.</b>			
Establish a baseline for knowledge about PARTNERSHIP programs and services	Create a pre and post survey to be implemented via email/social media and identified channels (Play + Learn groups, Lunch Bunch, ½ day unlicensed programs)	October + May	
Identify promotional spaces for material	Create a list of strategic spaces for materials  Consider convening DSPs + reviewing current posting locations	September/Ongoing	Comprehensive list
Identify targeted and diverse parent stakeholders	Create a list to include in distribution channel  Work with TTK, Shape, Play + Learn and regional needs assessment to identify strategies	September/Ongoing	
Educate on topics related to ECE	Identify opportunities + execute via social media, traditional media, bloggers and spaces + places where they are		Measurement: pre and post survey
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STRATEGIC ACTIVITIES	ACTION STEPS	TIMELINE	ACTUAL DELIVERABLE
<b>Target Audiences: Faith Community</b>			
<b>Objective: Drive engagement, communication and access to information through social media, websites, F2D presentations and participation on SS committees.</b>			
Create a faith database	Identify 25 viable faith contacts	September/October	Identify opportunities for message and information distribution (database)
Distribute and provide support in execution of faith bulletin	Email template to contacts	Ongoing	Faith bulletin distributed F2D presentations scheduled
Children's Sabbath	Identify ready congregations and support in Children's Sabbath implementation	October	2-5 congregations supporting Children's Sabbath with F2D messaging  At least 2 F2D presentations scheduled from outreach
Connect faith to appropriate PARTNERSHIP committees for faith representation	Identify potential committees <ul style="list-style-type: none"> <li>• Pre-K Advisory</li> <li>• WOYC</li> </ul>		
<b>Target Audiences: ALL</b>			
<b>Objective: To support strategic activities across all target audiences</b>			
Advocacy information to Board, DSP's and Directors	Candidate education Tuesdays at Home/general education Advocacy Alerts		Advocacy Alerts – including education and updates – in e-newsletter through Mail Chimp
E-Newsletter	Build e-database Establish e-newsletter strategy + be consistent in providing useful content that is brief and strategic	Quarterly	
Social Media	Develop social media content plan Increase likes through identified target audience campaign (ie: child care providers + parents) Implement one promotional campaign		Social Media Content Plan Measurement: Likes increased from _____ to _____  First 2,000 Days campaign introduced
SSBC Website	Update website weekly to support access to resources and services		Pending available funds
Week of the Young Child 2014	Schedule events to promote early care and education and providers, families.		WOYC – Mayoral proclamations

STRATEGIC ACTIVITIES	ACTION STEPS	TIMELINE	ACTUAL DELIVERABLE
Review existing Collateral	Create a streamlined template for all collateral to create brand consistency Create and distribute elevator speech	November December	
Photo Voices	Build general F2D awareness through Photo Voices event	TBD	
Build story + photo bank	Actively reach out to DSP's	Ongoing	
<b>Media Objective: To engage and inform the all target audiences through strategic media relationships, engaging social media campaigns and supportive website.</b>			
<b>Objective: Educate and build relationships to broaden and strengthen engagement, build systems and improve services for children and families.</b>			
Social Media	Design 2 social media campaign plans Coordinate + identify campaign partners Social Media training	October October October + March	
Generate up to 12 timely news releases, columns, letters to the editor (4 stories picked up)	Update media list Write and distribute up to 12 press releases Local meetings with editors/reporters Contact press with adequate notice when requesting coverage for events Create a Story + Photo Bank of 5 PARTNERSHIP program related local stories to share in traditional media + social media	October Once/month January	
Contribute to relevant e-newsletters	Identify partner e-newsletters and submit information aligned with current themes/campaigns		