

Cross Agency Partnership: Communications Group

Meeting Minutes

# November 13, 2017

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| Present: | Matt Cornett (CDLE), Trevor Williams (CDHS), Megan McDermott (CDHE), Misti Ruthven (CDE), Inta Morris (CDHE), Julia Pirnack (CIC) |
| Next meeting: | TBD  |
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## Introduction

Julia summarized the initial task of the communications group based upon the “sticky note” suggestions from the full cross agency partnership – “Communicate CIC current status and upcoming process to stakeholders throughout the state (by Jan, 2018).”

## Discussion

Goals of the messages to be created include easing concerns among users, invite participation, explaining the process going forward including specific timelines to the degree possible, and emphasizing the partnership collaboration. Differentiated messages should be written for administrators, front line professionals, and users; students and adults. The initial communications should be with administrators and professionals.

The remainder of the meeting was dedicated to identifying the main stakeholder groups in each agency and opportunities to communication with them as follows:

* Workforce system: E-mail list, Directors Meeting (on the 16th), Workforce Forum. The latter two take place once a month
* DHS: Chaffee quarterly meetings, unsure of best way to reach out to TANF staff
* CIC can use the existing newsletter e-mail list as well as addresses for professionals that have an account on CIC. In addition, adult user groups should be made aware of what is going on with student user groups later
* Because of the timing related to school district grants from CDE (rolling Jan through Mar) and the need to anticipate budgeting needs for the 2018-19 school year, as much specificity regarding timeline and a suggestion regarding funding (fee for service potential) should be included in district correspondence.

## Action Items

* Megan will draft one general message for administrator/professional audience and one more detailed correspondence for school districts
* Once messages are approved:
	+ Matt will assist with getting on the Directors meeting and Workforce Forum agendas - brief in-person introduction at meetings with follow up e-mail correspondence, as well as an item on the e-mail system
	+ CIC will reach out to TANF current contacts, current CIC pro center account users directly and include announcements on the CIC website and newsletter
	+ CIC will touch base with Derek and attend a CHAFFEE meeting
	+ CIC will e-mail a targeted message to school district superintendents (and Charter School Institute) regarding more specific timing (as expected at this point) with a suggestion regarding available state and federal grant money for this purpose
	+ Other groups to consider at a later point include Corrections (adult and youth), two- and four-year colleges, home schooled
* Once messages are drafted, reconvene group to approve.