



FY14-FY16 Statewide Strategic Communication Plan Goals

1. Raise awareness of, and build public support for, the importance of early childhood.
2. Position First Things First as a recognized and trusted voice in early childhood.
3. Build awareness of early childhood programs and services, particularly First Things First statewide initiatives and locally supported programs among priority audiences.

Focus on Engagement

First Things First's community outreach and engagement efforts are directly supported by regional partnership councils and the FTF Board through two strategies- Community Outreach and Community Awareness. The FY14-FY16 Strategic Communications Plan includes a more formalized, deliberate community engagement program that focuses on moving stakeholders to take action on behalf of young kids. Engaging others will help us expand our outreach and awareness efforts.

The work of engagement begins by connecting with and identifying likely supporters and then motivating them to take action through tactics such as sharing success stories or showing the impact of early childhood programs through a site tour. This is followed by providing continual training and tools to support the efforts of these Friends, Supporters and Champions¹. This three-tier program offers stakeholders an opportunity to be involved at whatever level they feel most comfortable. Specific calls-to-action for each of the three-tiers are employed.

Measurements and benchmarks help us focus our work, track the progress of awareness and engagement efforts and make adjustments as needed, using tactics outlined in this plan. Outreach staff are working toward several benchmarks, including:

1. Individual staff will work to recruit 30 people at the Friend level per month. (360 per year)
2. As a team, move 25% of the total number of Friends recruited to Supporters each quarter (about 22 per quarter regionally).
3. As a team, move 12.5% of the total number of recruited Supporters to Champions each quarter (about 3 per quarter regionally).
4. Secure two referrals per month from a Friend for FTF to present to another group or to share information at an event or with another group or organization.
5. Secure two commitments per month from Supporters or Champions to represent FTF at outside events.

¹ See FTF FY14-16 Strategic Communications Plan for detailed information on tiered engagement program.

Regional Priority Audiences:

- **Health Care**
 - Hospitals
 - Clinics
 - Birthing Centers
 - Pediatrician and Women's Health center
 - Pediatric dentistry
 - Organizations (Nursing groups/Health Care Providers/ etc.)

- **Education**
 - Quality First Centers and Child Care Providers (Centers)
 - K-12
 - Estrella Community College
 - Organizations (Educators groups/Admin Assistants/Counselors/PTA's/ etc.)
 - Elementary School Districts

Tactic: Presentations/Outreach Events

- Presentations, one-on-one or networking meetings in the community, and attending community events to share information about First Things First and the importance of early childhood health and development to raise overall awareness and recruit Friends, Supporters and Champions.

Alignment with State Goals:

- *Presentations, networking and event participation help to raise general awareness and identify and recruit Friends. Aligned with State Goal #1.*

Tactic: Success Stories

- Success stories demonstrating the impact of FTF-funded early childhood programs will be developed for newsletter use, media submission, and for distribution by grantees and supporters.

Alignment with State Goals:

- *Stories inspire action. Aligned with State Goals 1, 2 and 3.*

Tactic: Site Tours

- Site tours of FTF-funded early childhood programs will be organized to demonstrate the impact of early education, health and family support programs on young children. Invitees may include Friends, Supporters and Champions to further their commitment and, if appropriate, other community members and community leaders to raise their awareness.

Alignment with State Goals:

- *Site tours are one of the top tactics to motivate people to action. Attendees leave with a greater understanding of the importance of the early years. Additionally, this is a specific engagement “call to action”, moving a friend to a supporter. Aligned with State Goals 1 & 3.*

Tactic: Earned Media

- Earned media opportunities will be secured through multiple outlets including radio, television and print media (including local newspapers and newsletters). The purpose is to spread the word of the importance of early childhood, share FTF updates and events and share success stories highlighting the impact of FTF funded services in the lives of children and families.

Alignment with State Goals:

- *Earned media helps to raise general awareness and reach broad audiences in local regions. Aligned with State Goals 1, 2 & 3.*

Tactic: Speaker’s Trainings

- Trainings for Supporters and Champions to empower them to share consistent messages about early childhood and FTF which is fundamental to increasing awareness and engagement across the state of Arizona. The trainings also provide tools to support their efforts.
- The trainings include:
 - Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
 - The Write Way- *Writing and Sharing Effective Impact Stories*

Alignment with State Goals:

- *Training helps support Supporters and Champions to take action and use key messages that are research-based and used statewide. Aligned with State Goals 1 & 2.*

Tactic: Informal Networking Event

- Informal networking events are an opportunity to broaden support among existing Supporters and Champions and help to mobilize and empower them to connect with others who share their interest in early childhood. Key Supporters and/or Champions may be asked to facilitate an informal networking event by hosting an event, planning an event, speaking at an event or inviting friends to an event.

Alignment with State Goals:

- *Informal networking events helps encourage Supporters and Champions that they are part of a larger effort. Aligned with State Goals 1 & 2.*

Community Awareness

A variety of educational reinforcement items are used to engage various audiences in the community when presenting, participating in events and conducting trainings.

- Educational Reinforcement items will be given only to individuals who have first received general information about early childhood and FTF.
- The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- **FTF Supporters, Champions and community partners** who have attended a speaker's training will also be eligible to distribute educational reinforcements, and will work with the **Community Outreach Coordinator** to determine where and how these items will be used.

Community Outreach: Regional Partnership Council Role

1. Provides input and expertise in the development of the community outreach plan.
2. As our highest-level Champion, works with **Regional Directors** and **Community Outreach Coordinator** to attend and/or present at local events, media opportunities, etc.
3. Provides ongoing feedback and guidance to both the **Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach and Awareness strategies.

To assist Regional Partnership Council members with conducting outreach and awareness, Community Outreach Coordinators offer the following trainings:

- Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
- The Write Way- *Writing and sharing effective impact stories*



FIRST THINGS FIRST

Community Awareness Budget
FTF Directed Strategy

Southwest Maricopa RPC
SFY 2015

Total Community Awareness Budget: \$ 15,000.00

Budget Category		Total Cost
CONTRACTED SERVICES	REPORT CATEGORY	\$ 1,000.00
FTF Hosted Event	Other Professional & Outside Services	\$ 1,000.00
OTHER OPERATING EXPENSES	REPORT CATEGORY	\$ 14,000.00
ACI folders, OfficeMax, Born Learning, printing by External Vendor	External Printing	\$ 2,000.00
Community Awareness Equipment (cart, table, chair, etc.)	Office Supplies	\$ -
Community Awareness Supplies (educational, craft project, etc.)	Other Office Supplies	\$ 1,000.00
ERI, Branded Items, Brown & Bigelow, Engagement Wheel	Entertainment & Promotional Items	\$ 3,300.00
Event Sponsorships (\$), Media	Advertising	\$ 6,000.00
FTF Hosted Event (event participation)	Conference Registration/Attendance Fees	\$ 500.00
Printing of materials by FTF internal copier	Internal Printing	\$ -
Rent conference/meeting room	Rent of Facilities	\$ 200.00
Children's Books	Books, Subscriptions, Publications	\$ 1,000.00
Specify here if not listed above:		
Total Award:		\$ 15,000.00

Budget Narrative: for each line item above, provide description below of the activities and rationale for funding level

CONTRACTED SERVICES	
FTF Hosted Event	Category budgeted for Professional services, i.e. speakers for council's sponsored events, etc...
OTHER OPERATING EXPENSES	
ACI folders, OfficeMax, Born Learning, printing by External Vendor	Printing of posters/banners/brochures/flyers, etc. for events in which the Regional Council participates or is a sponsor.
Community Awareness Supplies	Funding will be used to purchase materials to assist the Community Outreach Coordinator in performing day-to-day duties. Such supplies may include memory cards, folders, etc.
ERI, Branded Items, Brown & Bigelow, Engagement Wheel	TF-branded educational reinforcement items will be purchased over the course of the year to be utilized at community events such as: community events, in partnership with grantees and other community partners, presentations/speaker's bureaus and community meetings where an FTF presentation or update is being given. Specifics with respect to the items and quantities of materials to be purchased will be determined by the venue, target audience and intent of the events in which materials are to be distributed.
Event Sponsorships (\$), Media	Sponsorship of activities and events that align with First Things First vision, mission and strategic plan. Sponsorship events in SFY13 included: Caring for Our Children and Youth Summit; Hopefest; Copper Creek School Annual Snow Play Day; Peoria Preschool Art Show; VSUW Summer Food Program.
FTF Hosted Event	Participation in small community events with a low cost that do not meet sponsorship criteria and presenting and providing information to attendees regarding some aspect of FTF programs and services. This may include activities such as having a table at a child care/family event, a booth at a health fair, passing out flyers at a community event, etc. Typically, these opportunities are free or low-cost.
Rent conference/meeting room	Budget set up for room reservation for council's sponsored event, i.e. community conference event, etc...
Children's Books	Approximately 500 children's books at an average of \$2.00 per book will be purchased to distribute at events or in book distribution projects held in collaboration with other community partners.
Specify if not listed above:	

Southwest Maricopa Partnership Regional Council timeline and Strategic Planning Proposed Process Draft:

July 2014:

- Begin FY 2016 funding plan development

November 2014:

- FY 2016 funding plans completed

January 2015:

- Board approves FY 2016 funding plans and implementation begins

STRATEGIC PLANNING COMPONENTS: (Draft)



REGIONAL ANALYSIS/ASSESSMENT

- I. Data Sources
 - Needs and Assets Report
 - SFY13-15 strategic direction (review of implementation and outcomes achieved including data/information from grant partners)
 - Data and discussions from benchmarking School Readiness Indicators
 - Reports/data from partners/community
 - Community input from partners/stakeholders

- II. Determining the Structure/Frame
 - Integration of visioning/big picture (where the early childhood system is now and what it can be in the next three years)
 - Integration of system levers to assess political context, components, connections, infrastructure and capacity, and scale
 - Engagement of partners and stakeholders
 - Facilitation
 - Length of time needed for this component

- III. Synthesis of Analysis/Assessment—Preparing for Prioritization of Needs