



Outreach & Communication Committee 2019-2020 Plan



Outreach & Communication 2019-2020 Goals

- Serve and Advocate for NWNC
- Build NWNC Awareness and Presence in the Community
- Engage and Communicate frequently with our stakeholders
- Increase Participation and Active Involvement from our stakeholders
- Secure NWNC Board buy-in of our Goals and Outreach & Communication Plan
- Increase communication and participation of Board Members –
 - “everyone’s goal should be to increase Outreach and Communication” Mickkie Loi



Outreach & Communication Key Learning's

- + Committee Meetings resulted in positive action
- + Launched social media platforms
- +/- Varied levels of active engagement by Board Members
- Met with resistance to new ideas and approach of Outreach & Communication committee by Board
- Inconsistent Process and Communication across Board
- Limited Stakeholder Awareness and Involvement
- Inconsistent NWNC logo presence on supported NPG activities & events



Outreach & Communication

Short Term Goals: 3 Months

- Finalize, approve and implement Outreach & Communication Plan and Budget
- Solicit and approve Committee Members and assign R&R
- Set expectations for Board Members
- Approve advertising and awareness building strategy and plan
- Update and activate social media platforms, website, Nextdoor and E-blast
- Commit to annual social media plans: schedule, content, and measurable goals
- Work with Board to explore ways to increase stakeholder participation in GBM and Committee Meetings
- Partner in CD12 Forum
- Streamline process such as:
 - CIS
 - Guest Speakers
 - Board Member Contact information
 - Event Form
 - Calendar at a Glance
 - Stakeholder Email's / Nextdoor Voice
- Develop Outreach & Communication Guidelines (i.e.)
 - All sponsorship activities must include NWNC logo and mention in any produced materials + proof of performance



Outreach & Communication

Communication Strategy: Advertising

- Reallocate print advertising funds to support alternative advertising vehicles. (Continue to explore opportunities as they become available)
- Aggressively ramp up social media outreach including website, Facebook, Instagram, Nextdoor and E-blasts
- Leverage local business traffic to build awareness for key events
 - Community Boards at Starbucks (6); Coffee Bean (1); Pete’s Coffee (1)
 - Northridge Mall Community Board
 - Northridge Farmer’s Market banner
 - Etsy SoCal Meet-up
 - NWNC Newsletter and / or E-blasts
 - Daily News Weekly Calendar
 - Realtor Post Card Mailings



Outreach & Communication

Communication Strategy: Social Media

- Grow social media followers and imprints by xx%
 - Current Facebook 517 Instagram 192 Nextdoor 6,358
 - Consider not pursuing Twitter given softening use
 - Explore Constant Contact, Patch, Eventbrite
 - Link all platforms
 - Ensure NWNC materials include website, facebook and instagram links
- Update and re-activate NWNC website, Facebook, Instagram, Nextdoor and EmailBlasts
- Commit to weekly postings across all NWNC platforms to drive engagement with stakeholders
 - Review current resources, capabilities and needs
 - Build content calendar
 - Establish growth objective and track performance



Outreach & Communication Outreach Strategy

- **Monthly Board Meetings and Committee Meetings**
 - Provide support for Committee as needed: outreach, social postings, etc
- **Identify and Execute 3 Local Events for the 2019-2020 Fiscal Year**
 - CD12 Forum
 - Homeless Town hall
 - TBD
- **Build partnership with local Businesses to gain support and potential funding**
 - Create Hit List: Introduce NWNC, present goal & opportunity to work together
 - Support local businesses first
- **Work with EmpowerLA / DONE / Other Neighborhood Councils to maximize resources and impact**
 - Have a presence at North Valley / SF Valley Neighborhood Council
 - Northridge VISION
 - VANC: 34 Valley Councils meeting on Thursdays @ Sherman Oaks Hospital
 - Homeless Efforts



Outreach & Communication Social Media Calendar

July 29th

- Farmer's Market (8/01)
- National Watermelon Day (8/03)
- National Friendship Day (8/04)

August 5th

- National Night Out (8/06)
- CSUN Summer Movie Fest (8/08)
- Farmer's Market (8/07)

August 12th

- LA Metro Northridge Forum (8/12)
- NWNC General Board Meeting (8/13)
- Lucy Jones Speaks (8/16)

August 19th

- Bird Watching Walk in O'Melveny Park (8/20)
- Basic CAR meeting (xx)

August 26

- NWNC Executive Committee Mtg (8/27)
- Networking Breakfast with Chamber of Commerce (8/27)
- International Bacon Day (8/31)



Outreach & Communication

Short Term Goals: 6 months

- Hold a minimum of 3 committee meetings by year end 2019
- Green light a second NWNC sponsored event for 2019
- Grow social engagement by 50%: followers / subscribers and social media imprints (Facebook, Twitter, and Instagram)
- Grow stakeholder participation at General Board Meetings
 - Need to determine appropriate unit of measurement
- Create more robust General Board Meetings to drive stakeholder engagement
 - Identify issues and causes stakeholders care about and develop meeting agendas that address those topics
 - Locate and calendar Speakers and experts in the field of interest
 - Adjust Agenda order to encourage stakeholders to stay longer



Outreach & Communication 2019-2020 Approved Budget

- Current Budget \$5,700 + Advt (\$1,560); Website (\$2,400) TOTAL: \$9,660
- Advertising:
- Social media:
 - Current Website allocation: \$2,400
 - Major Update across website, facebook, instagram, emailblasts
 - weekly activation across all platforms
- Banners / Promotional materials:
- Event A \$1,000
- Event B \$1,000
- Event C \$1,000
- Special Event sponsorship (dinner / catering) \$2,500
 - See Budget: VANC (\$500); NWNC Mixer (\$500); Awards (\$500); Congress of NCs (\$750)



Outreach & Communication

Recommended Revised 2019-2020 Budget

- **Current Budget \$10,000 (+\$340)**
- Advertising: \$0
- Social media: \$4,000 (reallocate ad dollars to social media efforts)
 - Current Website allocation: \$2,400
 - *NEED DETAILS HERE*
- Banners / Promotional materials: \$500
 - Presence at Northridge Mall Farmers Market
 - Post Card mailing supplemental funding if necessary (Remax)
- Events: \$3000
 - CD 12 Forum \$700 (likely to cost \$100)
 - Event B \$1,000
 - Event C \$1,000
- Special Event sponsorship: \$2,500 (assumes we support at same level as 2018-2019)
 - See Budget: VANC (\$500); NWNC Mixer (\$500); Awards (\$500); Congress of NCs (\$750)



Outreach & Communication Timeline

Aug / Sept

- Finalize Plan & Budget
- Implement Communications Plan
- Identify Event #2
- Hold Board Retreat

Oct / Nov / Dec

- Approve and plan Event #2
- Finalize social media calendar
- Identify speakers for remaining year
- Determine sponsorship of annual events

Jan / Feb / Mar

- Track stakeholder participation / engagement
- Identify Event #3
- Develop local business plan & hit list