

## NWNC Outreach & Communications 2020 Objectives & Strategies

1. Continue to build awareness and engagement with NWNC stakeholders
  - Transition and update Website
    - i. The Mailroom takes over July 1, 2020
    - ii. Update site (see attached)
    - iii. Sync Social Media efforts with website
  - Create consistent NWNC voice on social media and website
    - i. Create branded templates to make it easy for board members to use and quickly identify that it is NWNC to stakeholders.
    - ii. Have Rana include a President's message in the monthly eblasts. Post the eblasts on the home page of the website as well as on social
    - iii. Boost Facebook posts to reach broader constituency for special events
    - iv. Confirm what platforms we want to maintain: Facebook, Nextdoor, Instagram, etc)
2. Ensure stakeholders have visibility and transparency to NWNC efforts
  - Announce meetings at least 5 days prior to meeting on all platforms
  - Include links to agenda and all handouts for easy access
  - Recap highlights from GBM (3-5 takeaways) via social post and website home page. (Need to determine if we can / should do this for committee meetings. *Need to solve how stakeholders can access minutes prior to board approval – 4-week delay. Audio recording from webinar?*)
  - Create folders (pages) for key projects to allow easy viewing of status (i.e. COVID efforts; Utility Box)
  - How can we give better visibility to funding motions?
  - Make sure calendar is updated and accurate
3. Support Committee efforts with outreach and communication
  - Create and maintain a Reference Handbook for board members to easily access key contacts, templates and forms, quick reference "how to" guide and other tools. Locate it on the NWNC website
  - Act as resource for Committee approved efforts including events, promotional items for giveaway, access and approval of NWNC creative, and creation of communication materials.
4. Continue COVID efforts as it relates to Outreach and Communication
5. Create a way to gain broader stakeholder input on funding and Community Impact Statements
  - Nextdoor polls



## **NWNC Website Transition and Update July 2020**

### **Home Page**

- Suggestions? Best in class
- Simplify background (lower priority)
- What goes here / how often are we updating
  - Other: Breaking News (Do we want this)
  - Update Contact info at bottom (new address)
  - Is the GBM virtual call in # always the same? If yes, add
  - How do we easily access GBM agenda / handouts (Currently via calendar and posting on front page – but it goes away day of meeting. Need it to stay up until after the meeting)

### **About Us**

- Add new Standing Rules
- Update Board Member profiles (head shots?)
- Remove Letters
- Do we want to keep / remove Operation Clean Sweep? What is the role of this?

### **Agendas & Meeting Minutes**

- add General Board Meeting to heading
- Do we collapse history?

### **Committees**

- Add Description for each (from Retreat Strategy session)
- Add Committee Chair / Members

### **News (do we need? Repeat of home page)**

### **Calendar (Need better way of maintaining)**

### **Contact (Update address)**

### **NEW: Tools, Resources, Forms, Project Folders**

- Board member reference guide / handbook
- Project status folders