

2021-2022 Outreach Objectives and Strategies

*Refer to [the 2020 Outreach and Communication Objectives & Strategies](#) for previous goals and progress

1. Continue to build awareness and engagement with NWNC stakeholders
 - a. Strategies
 - i. Consistent NWNC voice on social media and website and branded templates
 - ii. Host 3-5 events/projects that engage various NWNC stakeholders (e.g.: cleanup, art, education, etc.)
 - b. Personnel
 - i. Webmaster (Kristina Smith from the Mailroom)
 - ii. President (Abby approves all newsletter content and includes a President's message in the monthly eblasts)
 - iii. VP of Outreach (Ding oversees the outreach budget and plan)
 - iv. VP of Admin (Kathleen updates a Reference Handbook for board members to easily access key contacts, templates and forms, quick reference "how to" guide and other tools.)
 - v. Outreach committee
 1. Initiating, commenting, and voting on outreach projects
 2. Outreach newsletter content suggestions
 3. A list of key contact?
 4. Liaisons to different organizations?
 - vi. Board members
 1. Event volunteers
 2. Nextdoor, Facebook, Instagram
 3. What else?
2. Ensure stakeholders have visibility and transparency to NWNC efforts
 - a. Announce meetings at least 3 days prior to meeting on all platforms
 - b. Include links to agenda and all handouts for easy access
 - c. Should we recap highlights from GBM (3-5 takeaways) via social post and website home page?
3. Questions:
 - a. How can we give better visibility to funding motions?
 - b. How can we create a way to gain broader stakeholder input on funding and Community Impact Statements? (e.g.: Nextdoor polls)
 - c. Volunteers for exploring these new ideas?