

# Partnerships

## Purpose

The Partnerships Subcommittee will be responsible for managing cooperative outreach activities with:

- a. Faith community
- b. Business community - Chamber of Commerce  
- Farmer's Market
- c. Local non-profits
- d. Ethnic groups
- e. Civic groups - Neighborhood Associations  
- Advocacy Groups

## Goals/Milestones

- Reach x # of orgs. by Sept. 2019 & have these orgs. bring awareness to their group
- Create a detailed list of entities by end of July
- Expand the size of the Subcommittee
- Host a community education meeting with orgs.
- Develop a calendar of events/meetings

Art on the Avenue  
ACHSO

## Subcommittee Members

Subcommittee Chair	Linda Landers / Laura <del>Peper</del> Perez
Steering Committee Representative	Brandi Y. <small>Jean Kelleher</small> / Kate G. <small>Jean Kelleher</small>
City Staff Representative	<small>Jean Kelleher</small>
Record Keeper	Luisa Reyes / Myra Caesar

## Timeline

-Meet by conference call the third week in July (July 22 @ 5:00 pm)

# Marketing and Communications

## Purpose

The **Communications and Marketing Subcommittee** will be responsible for coordinating all communications and marketing materials, to include social media activity.

## Subcommittee Members

Subcommittee Chair	
Steering Committee Representative	Natalie Talis
City Staff Representative	Natalie Talis
Record Keeper	

# Schools

## Purpose

The Schools Subcommittee will be responsible for managing the Committee's partnership with ACPS and other educational institutions

### goals:

- ensure teachers can introduce importance of topic to children (elementary age key)
  - curriculum packet
  - library resources
- recruit HS to get word ~~the~~ out
  - ↳ high % of kids will actually fill out forms on behalf of parents
- school clubs
- incentives for kids

Goal: - every school age child can engage w/ census

- every school provides opportunities <sup>for</sup> teachers/staff/parents <sup>to get</sup> info
- follow up: strategy on how to engage w/ superintendent
- strategy on how to reach private schools
- messaging critical — II —
- Community Colleges
- daycares

## Subcommittee Members

Subcommittee Chair	DIANNE
Steering Committee Representative	Mary Taverner
City Staff Representative	Sierra Latham
Record Keeper	LOUISA MILLER

## RESPONSIBILITIES

- tell Committee that the following should be discussed w/ SUPER
  - engagement w/ FACE
  - identification of school Champions
  - involvement in message development
- work w/ messaging subcommittee
- compare stakeholder lists to that of partnership subc

### Phase I: EDUCATION

### Phase II: PROMOTION

- integrate into curricula
- prepare for the back to school night

### Timeline - engagement strategy

- nannies
- NOVA
- PTAs
- after school programs (rec centers)
- YMCA, Campagne Center
- sports groups
- BOYS scouts / GS
- libraries

- to do: get intel/material from census directly

- learn from other jurisdictions
- YMCA

- ensure we do not overlap w/ other subcommittees
- priority groups

- prioritize super engagement
- educate teachers

### Phase III: MOTIVATION

- give away
- homework assignment

- curricula materials
- ↳ SUPER KEY

- get students involved

- be aware of teacher overload!  
↳ consider taking it off of teachers' workplan

7/15  
7/29

- to do: identify school rep / champion

#1 ~~organize~~ SUPER engages to help identify champion  
#2 organize

