

FLINT NEIGHBORHOODS UNITED
Communication Committee Action Plan

Date January 24, 2015

Goal/Vision To create communication strategies that support the goal of making Flint Neighborhoods United the “Go to place for community information”.

Objective Update FNU Website to align with the organizational goal.

Team/Work Group Members Communications Committee

Objective	Action Step	Persons Responsible	Date & Status or Date Completed	Indicators of Success & Evaluation Plan	Completed (Yes or No)
1. Link Facebook events to website.	1. CL will send CW information to request the FB page be linked to the Website 2. CW will get request to webmaster 3. Webmaster will either create the link or request additional information from CW	1. Carma Lewis 2. Craig Wolcott 3. Webmaster	1. Jan 25, 2015 2. Jan 26, 2015 3. Feb 1, 2015	Facebook events will be linked to FNU webpage	Yes
2. Update website calendar to reflect more youth related activities	1. MB will compile a list of links and activities to give with CW 2. CW will forward info to Webmaster for update	1. Mark Baldwin 2. Craig Wolcott	February meeting	FNU will increase will increase the number of youth related activities reflected on the website by 20%	Yes
3. Update the Block Club list currently on the Website	1. CL will identify member Block Clubs with web addresses and give info to CW 2. CW will forward information to Webmaster	1. Carma Lewis 2. Craig Wolcott	February Meeting	FNU Website will add block club web addresses when available	Yes
4. Update and expand the FNU website resource page	1. MB will gather links from community based activities and forward them to CF 2. CF will update OR information will be forwarded to Webmaster by CW	1. Mark Baldwin 2. Chris Frye and/Craig Wolcott	1. February meeting 2. March meeting	FNU website resource page will be more expansive and inclusive	Yes
5. Separate FNU from Blue Badge	1. AZM will place a forwarding link from the Blue Badge website to the new FNU website	1. Chris Frye	1. March meeting	FNU will be a stand alone website	Yes
6. Every FNU communication method will promote the other methods	1. CL will put a link to the FNU webpage and newspaper on Facebook and Twitter 2. CW will make sure the website has the newspaper information, a mailing address for FNU and social media information	1. Carma Lewis & Chris Frye 2. Craig Wolcott and Webmaster	1. March meeting 2. April meeting	The public will be able to access all FNU communication apparatuses from any FNU site	Yes

<p>7. Develop a link for FNU minutes</p>	<p>1. L? will have meeting minutes completed within two weeks of the meeting and will forward to CW 2. CW will forward minutes to Webmaster for posting</p>	<p>1. Lavern? Joe King (review) 2. Craig Wolcott</p>	<p>1. February meeting 2. Week after Feb meeting</p>	<p>The public can access FNU meeting minutes online</p>	<p>2. Yes</p>
<p>8. Promote the newspaper on the website, Facebook and Twitter pages</p>	<p>1. Pertinent dates (submission, story suggestion, etc.) will be posted on all FNU social media 2. Process for submission will be established 3. Information will be forwarded to Webmaster for implementation</p>	<p>1 & 2. Communication Committee (Jane Richardson [scheduling], Carma Lewis & Chris Frye [posting]and Craig Wolcott [forwarding]) 3. Webmaster</p>	<p>1 & 2. May 2015 3. June2015</p>	<p>FNU will increase the level of submissions by 10% over the next year</p>	<p>1. Yes 2. Yes</p>
<p>9. Develop links for newspaper (including archives) and create notices across FNU social media</p>	<p>1. JR will send CW PDF's of previous newspapers to CW 2. CW will forward to webmaster 3. CL will create "alerts" directing social media user to the FOCO links on the website</p>	<p>1. Jane Richardson 2. Craig Wolcott 3. Carma Lewis</p>	<p>1. March meeting 2. April meeting 3. Mid-late April</p>	<p>FOCO will be viewable from the FNU website and promoted across FNU social media</p>	<p>Yes</p>
<p>10. A new Masthead that connects the newspaper to FNU</p>	<p>1. J R will look into this</p>	<p>1. Jane Richardson and Joe King</p>	<p>Summer 2015-Fall 2015</p>	<p>FOCO will be directly identified with FNU</p>	
<p>11. Review the distribution of FOCO</p>	<p>1. CF will remind FNU members about the distribution spreadsheet and how to use it 2. MB will create a Google Doc to help keep track of newspaper distribution 3. CF and MB will offer a Google Docs workshop including a one page instruction sheet. This training will be offered at a FNU meeting 4. Data will be collected and reviewed to allow for cost effective printing and distribution</p>	<p>1. Chris Frye 2. Chris Frye and Mark Baldwin 3. Mark Baldwin and Chris Frye 4. Communication Committee</p>	<p>1-3. Spring-Summer 2015 4. On the Fiscal year</p>	<p>1-3. FNU will create a data driven distribution system for FOCO 4. Data will support future funding request</p>	