**­­­Communication & Outreach Plan**MHLS Turning Outward Cohort Program

**Goal**Host six (6) Community Conversations between May–June 30, 2022 with 5 to 10 participants at each event.

**Section A: Where & When**

**Potential Locations** (*see workbook page 32 Where to Hold Conversations & pages 37 & 38 Online & Outdoor Conversations)*

|  |
| --- |
| **Locations** |
|  |
|  |
|  |
|  |
|  |
|  |

**Potential Dates & Times:**

|  |  |
| --- | --- |
| **Dates** | **Times of Day** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Section B: Target Participants** (*see page 31 of the workbook Planning the Conversation)*

|  |  |  |  |
| --- | --- | --- | --- |
| * Library Users * Non Library Users | * Men * Women | * Long-Time Residents * Newer Residents | * Geography * Education Levels |

`````````````````````````````````````````````````````````````````````````````

* Municipal Officials
* Chamber of Commerce / Business Owners
* Police & Fire Department
* Schools: Teachers, Principals
* Key Social Service Agencies
* Nonprofit & Religious Leaders
* Parents
* Teens
* Opinion Leaders

`````````````````````````````````````````````````````````````````````````````

* Board
* Staff
* Friends

**Space to list possible participants (target 100 people):**

**Section C: Timeline**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Task** | **Team Member** | **Status** |
| April 8 | Action Plan due to MHLS | Director |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |  |  |
| --- | --- | --- |
| **Community Conversation #1**  Date: Start Time: End Time:  Location:  Facilitator:  Note-Taker:  **Checklist** *(see also pages 37 & 38 Online & Outdoor Conversations)*   |  |  | | --- | --- | | * Signs to direct people to the meeting * Sign in / attendance sheet * Name tags or table tents * Refreshments * Library Brochure * Business Cards | * Thank you notes / follow-up | |

**Community Conversation #2**

Date: Start Time: End Time:

Location:

Facilitator:

Note-Taker:

**Checklist** *(see also workbook pages 37 & 38 Online & Outdoor Conversations)*

|  |  |
| --- | --- |
| * Signs to direct people to the meeting * Sign in / attendance sheet * Name tags or table tents * Refreshments * Library Brochure * Business Cards | * Thank you notes / follow-up |

**Community Conversation #3**

Date: Start Time: End Time:

Location:

Facilitator:

Note-Taker:

**Checklist** *(see also workbook pages 37 & 38 Online & Outdoor Conversations)*

|  |  |
| --- | --- |
| * Signs to direct people to the meeting * Sign in / attendance sheet * Name tags or table tents * Refreshments * Library Brochure * Business Cards | * Thank you notes / follow-up |

**Community Conversation #4**

Date: Start Time: End Time:

Location:

Facilitator:

Note-Taker:

**Checklist** *(see also workbook pages 37 & 38 Online & Outdoor Conversations)*

|  |  |
| --- | --- |
| * Signs to direct people to the meeting * Sign in / attendance sheet * Name tags or table tents * Refreshments * Library Brochure * Business Cards | * Thank you notes / follow-up |

**Community Conversation #5**

Date: Start Time: End Time:

Location:

Facilitator:

Note-Taker:

**Checklist** *(see also workbook pages 37 & 38 Online & Outdoor Conversations)*

|  |  |
| --- | --- |
| * Signs to direct people to the meeting * Sign in / attendance sheet * Name tags or table tents * Refreshments * Library Brochure * Business Cards | * Thank you notes / follow-up |

**Community Conversation #6**

Date: Start Time: End Time:

Location:

Facilitator:

Note-Taker:

**Checklist** *(see also workbook pages 37 & 38 Online & Outdoor Conversations)*

|  |  |
| --- | --- |
| * Signs to direct people to the meeting * Sign in / attendance sheet * Name tags or table tents * Refreshments * Library Brochure * Business Cards | * Thank you notes / follow-up |