**­­­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)*

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| **Locations** |
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**Potential Dates & Times:**

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

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| --- | --- | --- | --- |
| * Library Users
* Non Library Users
 | * Men
* Women
 | * Long-Time Residents
* Newer Residents
 | * Geography
* Education Levels
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* Municipal Officials
* Chamber of Commerce / Business Owners
* Police & Fire Department
* Schools: Teachers, Principals
* Key Social Service Agencies
* Nonprofit & Religious Leaders
* Parents
* Teens
* Opinion Leaders

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* Board
* Staff
* Friends

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

**Section C: Timeline**

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| **Date** | **Task** | **Team Member** | **Status** |
| April 8 | Action Plan due to MHLS | Director |  |
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| **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
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* Thank you notes / follow-up

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**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
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* Thank you notes / follow-up

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**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
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* Thank you notes / follow-up

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**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
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* Thank you notes / follow-up

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**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
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* Thank you notes / follow-up

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**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
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* Thank you notes / follow-up

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