

Outreach Strategy

This document outlines elements of an outreach strategy, specifically who to target and how.

Below are some ideas about goals for two projects—the committee should review and expand/modify these ideas.

Advertising the Advisory Group application process

- Inform City residents about the opportunity to participate on the Advisory Group
- Solicit eligible residents to apply to the Advisory Group

Informing Minneapolis residents about redistricting

- Educate City residents about redistricting
- Solicit input about proposed redistricting maps

We are also interested in better advertising openings on the Charter Commission.

I put together a set of outreach targets and strategies that I believe we could use for educating Minneapolis residents about redistricting.

I suggest we focus on a smaller set of targets and strategies for advertising Advisory Group openings, mostly because the timeline is so short. I suggest we focus on email, websites and possibly small group meetings. This means we need several variations of a message, including a speaker script and a brochure. We should also develop an FAQ for the Charter Commission website.

The matrix is an organizational tool to identify work that needs to be done. The committee should identify the organization responsible for enacting an item and setting a due date to complete the work.

Targets and Strategies for Redistricting

<u>Item</u>	<u>Who</u>	<u>Due</u>
A. Develop lists of those to target		
A.1. Individuals	Committee	Ongoing
A.2. Neighborhood organizations (NRP/NCR)	Clerk-NCR	Complete
A.3. Religious institutions	Committee	Ongoing
A.4. Educational institutions including libraries	Committee	Ongoing
A.5. Other nonprofits	Committee	Ongoing
A.6. Business associations	Committee	Ongoing
A.7. Other	Committee	Ongoing
B. Identify & document communication strategies		
B.1. Email: will need group specific messages		
B.1.a. Charter Commission listserv	Committee	2-3-2011
B.1.b. NCR listserv	Clerk-NCR	2-3-2011
B.1.c. City Council newsletters (news bites)	Clerk-Comm	2-3-2011
B.1.d. Police Chief Advisory Group	Committee	2-3-2011
B.1.e. City offices via Clerk's Office (the City Attorney's Office, Elections Department, and the Intergovernmental Relations Department)	Clerk	Ongoing
B.2. Charter Commission/City website		
B.2.a. Introductory message (similar to PSA)	Clerk-Comm	2-3-2011
B.2.b. Post links to application and job description	Clerk	2-3-2011
B.2.c. Develop Frequently Asked Questions (FAQ) about redistricting for website	Committee Clerk-Comm	2-3-2011
B.2.d. Develop stories for front page of City website	Clerk-Comm	2-3-2011
B.3. Other websites		
B.3.a. NRP Digest Blog includes City and NRP activities http://nrpneighborhoods.blogspot.com/	NRP	2-3-2011
B.3.b. NRP uses Google Calendar to post most events	NRP	2-3-2011
B.3.c. Other? Ask neighborhoods to post link on their websites	Clerk-NCR	2-3-2011
B.4. Meetings (see below)		
B.4.a. Develop strategy to solicit invitations to make presentations	Committee Clerk-NCR	Ongoing
B.4.b. Develop materials (PowerPoint, poster boards, brochures)	Committee Clerk-Comm	Ongoing
B.5. Print (Strib, Journal, other local papers)		
B.5.a. Develop strategy to identify venues	Committee Clerk-Comm	Ongoing
B.5.b. Printed material/PSA	Clerk-Comm	2-3-2011

<u>Item</u>	<u>Who</u>	<u>Due</u>
B.5.b. Develop core message	Clerk-Comm	2-3-2011
B.6. Video/cable TV/radio		
B.6.a. Script/printed materials	Clerk-Comm Clerk-printer	Ongoing
B.6.b. Identify venues such as KFAI, MPR, Access Mpls	Clerk-Comm	Ongoing
B.7. Social networking media: Facebook, Twitter	Clerk-Comm	2-3-2011
C. Develop meetings & presentations		
C.1. Speakers Bureau		
C.1.a. Redistricting Group members	Committee	Ongoing
C.1.b. Others (need recruitment strategy)	Committee	Ongoing
C.2. Information fairs: More personal than large meetings but not in presentation format		
C.2.a. Strategy to identify venues	Committee	Ongoing
C.2.b. Brochure/handout	Committee Clerk-Comm	Ongoing
C.3. Small group meetings: More personal than large meetings but requires presentation		
C.3.a. Poster boards/script	Committee Clerk-Comm	Ongoing
C.3.b. PowerPoint	Committee Clerk-Comm	Ongoing
C.3.c. Brochure/handout	Committee Clerk-Comm	Ongoing
C.4. Large group meeting: Less personal but more efficient venue for presentations		
C.4.a. Poster boards/script	Committee Clerk-Comm	Ongoing
C.4.b. PowerPoint	Committee Clerk-Comm	Ongoing
C.4.c. Brochure/handout	Committee Clerk-Comm	Ongoing
D. TECHNICAL ISSUES		
D.1. Provide materials in multiple languages	Clerk-NCR	2-3-2011
D.2. Provide docs and PDFs	Committee Clerk-Comm	2-3-2011
D.2. Consider how to accommodate those with visual and auditory impairments.	Clerk-NCR	Ongoing
D.3. Define diversity	Committee	2-3-2011

Key for Who: Committee: Advisory Group Committee
 Clerk-Comm: City Clerk’s Office/Communications Department
 Clerk- NCR: City Clerk’s Office/Neighborhood & Community Relations
 Clerk-printer: Printer services access through Clerk’s office
 NRP: Robert Thompson at the Neighborhood Revitalization Program

