

SMALL GROUP INPUT FROM CHART PACKS

Hone Messaging

What to accomplish (3-6 months)

- For visit new superintendents and all – in November
- County in late fall
- Utilize/develop story of SUN Success
- Messages and graphics
- Key cohorts to develop messages
 - Schools
 - Early learning
 - Governments – city/county/state
 - Engage DCHS communications staff

Next Steps

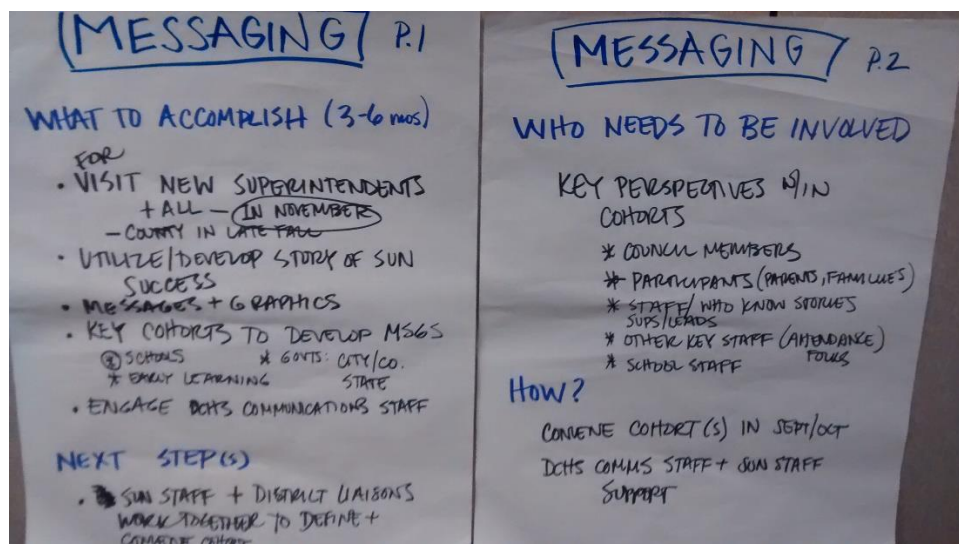
- SUN Staff and district liaisons work together to define and convene cohort

Who needs to be involved?

- Council members
- Participants (parents, families)
- Staff/who know stories, sups/leads
- Other key staff (attendance focus)
- School staff

How?

- Convene cohorts in sept/oct
- DCHS communications staff and SUN Staff support

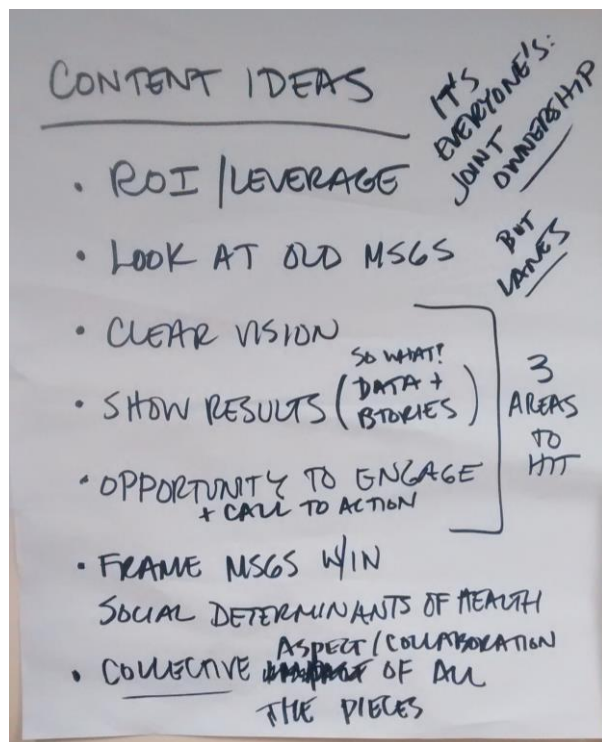


Content Ideas

- It's everyone's joint ownership, but lanes.
- ROI/Leverage
- Look at old messages
- Frame message within social determinants of health
- Collective aspect/collaboration of all the pieces

Three areas to hit

- Clear vision
- Show results (so what? Data and stories)
- Opportunity to engage and call to action



Outreach to Leaders

What to accomplish (3-6 months)

- Conduct Key visits
 - Without established leaders – build/deepen their understanding of SUNSS
 - With new/emerging leaders
 - What is the message to those new to their role (e.g. new PPS superintendent)
 - Brand new folks not connected to SUNSS with a role
- Make a list of new/emerging leaders and brand new folks not connected to SUN
- Shape message to align with the leader and their interests and materials
 - Develop a matrix

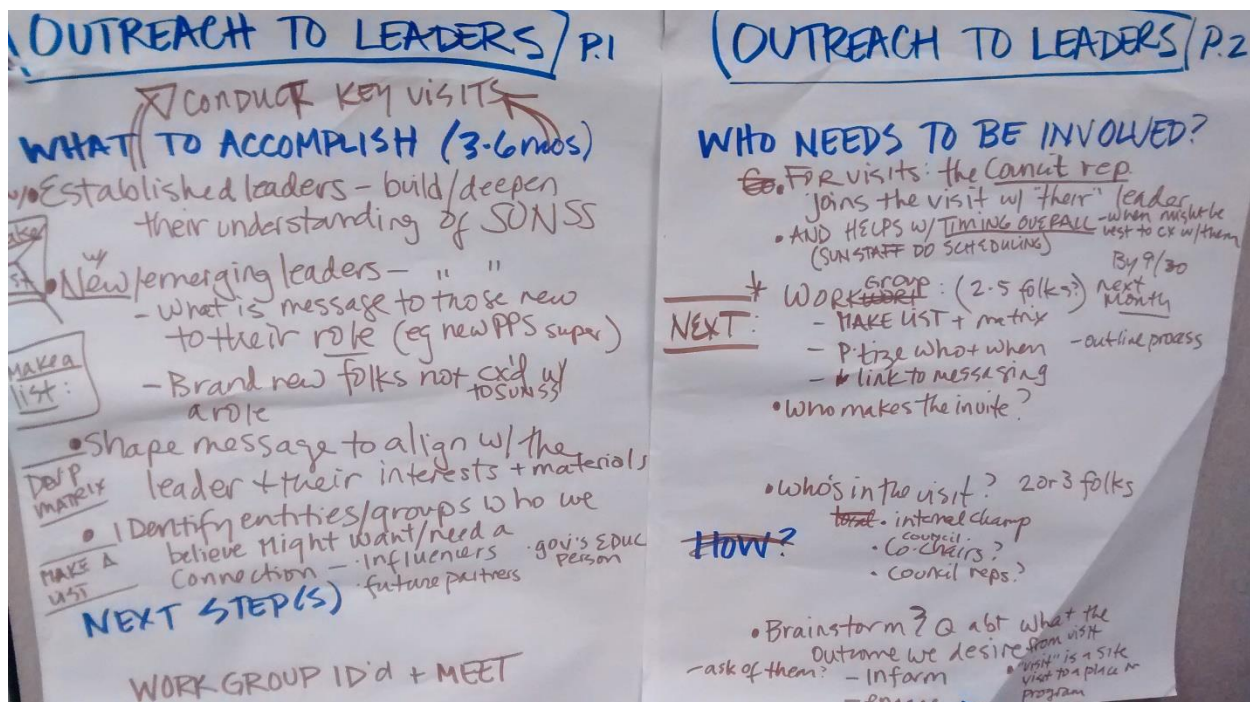
- Make a list of entities/groups who we believe might want/need a connection
 - Influencers
 - Future partners
 - Gov's educ person

Who needs to be involved?

- For visits: the council rep joins the visit with "their" leader
- And helps with timing overall (when might be best to connect with them)
- SUN Staff do the scheduling

Next steps

- Work group ID'd and meet
- Workgroup: (2-5 folks?) next month, by 9/30
 - Make list and matrix
 - Prioritize who and when – outline process
 - Link to messaging
 - Who makes the invite?
- Who's in the visit? 2 or 3 folks
 - Internal champ
 - Council co-chairs?
 - Council reps?
- Brainstorm question about what the outcome we desire from the visit
 - Ask of them?
 - Inform
 - Engage
 - "visit" is a site visit to a place or program



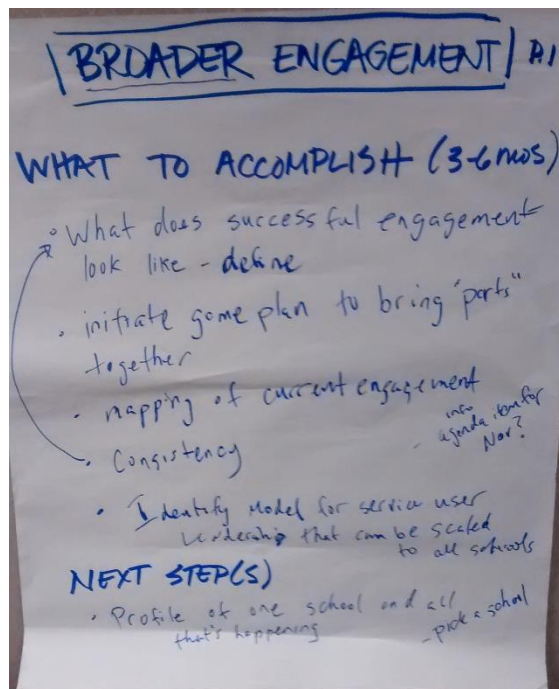
Broader Engagement of Community

What to accomplish (3-6 months)

- Define what successful engagement looks like. Establish expectations so there can be consistency throughout schools.
- Initiate game plan to bring "parts" together
- Map current engagement throughout county
- Identify model for service user leadership that can be scaled to all schools

Next steps

- Create profile of one school to identify all the engagement that's happening
- Pick one school to use to identify engagement



Next Steps

Convene outreach workgroup – by 9/30

- Judy
- Barb
- Kim
- Durelle

Small group input meeting on engagement process and choose a school

- Tony
- Frank
- Patricia