**WIBOSCOC Public Awareness & Advocacy Committee**

Meeting Minutes

8/19/2020

Present: Noel Halvorsen, Kim Cable, Amy Lang, Jennifer Henry, Kathy Ronco

Excused: Maureen Atwell (Sent Kathy Ronco in her place), Keith Johnathan, Tammy Modic

Not present: Julie McDermid, Brittany Jaworski, Amanda Aubrey

1. What type of topics do we want to do:
   1. Language to Legislators regarding hot issues
   2. Personal success stories for people who have received services
      1. How do we help people learn to craft these stories?
      2. How would these be used?
         1. Reach out to legislators?
         2. Craft stories to reach specific audiences
            1. Youth
            2. DV
            3. Veterans
            4. Chronically Homeless
            5. Families
   3. Concerns to consider:
      1. Individual agencies may have concerns about the release of the clients’ information.
         1. Agencies need to be really upfront about where this information would be shared, so that everything is really transparent.
            1. Social Media, press releases, facebook, etc.
         2. Kim will share her release from Couleecap. Noel has one also that he can share.
         3. Help our partner agencies understand how to use it and offer suggestions about how to complete the release.
         4. We can also gather testimonials from people and keep everything confidential.
   4. We need to get local coalitions to participate in this effort of success stories.
2. HERO’s act: information from Carrie.
   1. Some of the specific opportunities addressing homeless
   2. Congress is in recess right now.
   3. Review the information and come back together about how to address this, as a committee
   4. Write something from the Coalition level and have various agencies sign this.
   5. We could also do a letter from the WIBOSCOC and have all the directors sign and send out to Wisconsin legislators.
   6. Make sure the agencies know this is not lobbying, but it is in fact advocacy and awareness activities.
      1. Some agencies are nervous about this and don’t understand their limitations regarding advocacy.
3. Next Steps:
   1. Each agency submit their ROI’s and decide what format we want to use for a BOSCOC ROI
      1. Send ROI’s to the whole group (Media Releases)
      2. Send Examples of other success stories.
         1. We can start a library of stories.
   2. Noel will do a Survey Monkey to figure out what meeting times would be best.