**PUBLIC AWARENESS COMMITTEE MEETING**

**4.25.2016**

**ATTENDANCE:** Jen Schmohe Sarah Williams

 Sue Sippel Julie Faust

 Mike Etheridge Melissa Randall

 Mary Jacobson Debbie Bushman

 Dick Lynes Barbara Fischer

 Samantha Zinth Johneisha Prescott

 Tammy Modic Lorraine Yarbrough

AGENDA

* Purpose of Committee Work

The purpose of this committee is to create universal marketing and outreach to be used by each local COC. Recruit new membership, website development, and outreach to communities.

* Review of the Policy of System Advertisement and Outreach
* Reviewed page 12 of the Coordinated Entry Policy and Procedure that was approved by the WIBOSCOC.
* Brainstorm ideas based on requirements of Policy

-Best Practices

-Marketing to non-housing agencies, i.e., Vets, FSET

-Research other areas for ideas

-Two separate message 1- hospitals, churches, etc. and 1-homeless population (keep it simple)

-Develop a Toolkit

 -What needs to be in the Toolkit?

 -Divide into to teams to conquer each item?

 -Two teams Developed

 Coordinated Entry Toolkit Search Team

 -Dick Lynes

 -Barb Fischer

 -Tammy Modic

 Flyer/Brochure Team

 -Tammy Modic

 -Look for other toolkits to use as a template

* Provide update of website resources-clickable map-to each COC

Schmohe discussed her revisions to the website to incorporate Coordinated Entry into the website. She talked about a clickable map that would include the contact person in each county. She showed some examples from LA.

* Determine responsibilities/assignments (see above – two teams developed)
* Send communication to the DLA’s and request contact information regarding the website pages
* Create Content for the flyer

It was decided that this would be done after the search teams have completed their search.