

**WISCONSIN BALANCE OF STATE CONTINUUM OF CARE  
PUBLIC AWARENESS AND ADVOCACY COMMITTEE  
DRAFT CHARTER (01/13/2020)**

**PURPOSE**

The Public Awareness and Advocacy (PA) Committee serves as a marketing, information, and communications resource for the Wisconsin Balance of State Continuum of Care (WIBOSCOC) in its mission to end homelessness. The Committee supports the Board of Directors through website work, social media campaigns, advertising, public relations, and coordination of advocacy efforts for increased funding for homeless assistance programs to cover housing and supportive services, and other legislation that will positively impact people experiencing homelessness and those that work with them.

**REPORTS TO**

WIBOSCOC Board of Directors

**PUBLIC AWARENESS**

The Public Awareness and Advocacy (PA) Committee of the Wisconsin Balance of State Continuum of Care (WIBOSCOC) shall develop, promote, and share information via email, social media (including Facebook, Twitter, LinkedIn, and Instagram), and on the WIBOSCOC website to increase public and practitioner awareness of housing and homelessness issues in Wisconsin and across the nation. The PA Committee shall support WIBOSCOC staff in the development of media advisories.

The PA Committee shall assist staff in the promotion and development of educational offerings for practitioners serving the Balance of State.

**ADVOCACY**

As directed by the WIBOSCOC Board of Directors or staff, the PA Committee shall develop, promote, and share statements of position and calls to action around existing or proposed policies, practices, or appropriations of interested to the Balance of State.

The PA Committee shall coordinate advocacy efforts, including legislative visits and participation in hearings and committee meetings with the WIBOSCOC Board of Directors and staff and in partnership with other agencies, individuals, or coalitions to the extent our priorities are aligned.

**MEMBERSHIP**

Membership in the PA Committee is open to anyone working with or concerned about homelessness within the 69 Balance of State counties. Those interested in joining should contact the PA Committee Chair, WIBOSCOC staff, or attend an in-person PA Committee meeting at a WIBOSCOC quarterly meeting.

PA Committee Members are expected to make good faith efforts to participate in calls and in-person meetings. Members who fail to regularly participate may be dropped from the roster at the discretion of the PA Committee Chair.

The PA Committee shall strive to maintain a roster of 10-15 Members. The PA Committee will seek Members with a variety of organizational roles and from locations throughout the geography of the Balance of State. New Members will be sought to replace skills or perspectives lost with prior departures.

### **MANNER OF ACTING**

The PA Committee shall meet in-person at quarterly WIBOSCOC meetings. Additional Committee meetings will be held via phone or online virtual meeting room (noticed via email to Members). While general consensus will be the goal for decision-making, a simple majority vote shall prevail in the event consensus is not possible.

The PA Committee shall establish subcommittees or ad hoc work groups at any time to effect its work at its sole discretion with appointments made by the PA Committee Chair.

### **REVIEW OF CHARTER**

This Charter shall be updated upon changes to the Committee Roster and Committee Chair. A content review to explore the need for proposed revisions shall occur in even numbered years.

### **COMMITTEE CHAIR (2020)**

Noel Halvorsen

### **COMMITTEE ROSTER (Needs Review)**

Brooke Anderson

Maureen Atwell

Sara Bowman

Kathleen Christenson Fisher

Sara Dorow

Noel Halvorsen

Amy Lang

Leanne Martinez

Julia McDermid

Tammy Modic

Abby Swetz