

BCDHS

Communications Recommendations for External Partners

GOALS for COMMUNITY COMMS

- **BUILDING TRUST:** Community connections should be clear & transparent. Involving the community in the strategic planning process is a great opportunity for many reasons. A big one is to create a connection of trust to for the process.
 - Clearly communicate the timeline
 - Clearly communicate the proposed outcome(s)
 - Clearly communicate what is known (i.e. Tell what is already known and what has been learned)
- **JOINING THE TEAM:** Community connections can be empowering to the community, creating excitement and opportunity for community involvement.
- **CLARIFYING PROCESSES:** Strategic planning is a mystery to most. Clearly identifying the need, outcomes and process will help the community understand the process.
 - Be accurate (with information)
 - Be consistent (with language, timing, format, etc.)
 - Be positive (tell the community what they can look forward in the strategic plan)
 - Be clear (with the process, who is involved and use accessible language)
- **MORE in SMALL BITES:** Prioritize sending more information in smaller bites (in consistent places) vs lengthy communication that requires readers to wade through a lot to get to the main points.

Communicating Strategic Planning to the Community

Clarity and Simplicity

- Use Plain Language: Avoid jargon and technical terms that the public may not understand.
- Visual Aids: Incorporate charts, infographics, and diagrams to illustrate key points and make the information more accessible.

Transparency

- Provide Comprehensive Information: Clearly outline the goals, objectives, timelines, and expected outcomes of the strategic plan.
- Open Communication Channels: Offer ways for the public to ask questions and provide feedback, such as public meetings, online forums, or surveys.

Relevance and Impact

- Highlight Benefits: Emphasize how the strategic plan will positively impact the community, addressing specific needs and concerns.
- Real-Life Examples: Use case studies or examples of similar successful initiatives to illustrate the potential benefits.

Engagement and Inclusion

- Community Involvement: Engage with community leaders and organizations to help disseminate information and gather input.
- Diverse Outreach: Use multiple communication channels (social media, local newspapers, community bulletins) to reach different demographics and ensure inclusivity.

Consistency and Follow-Up

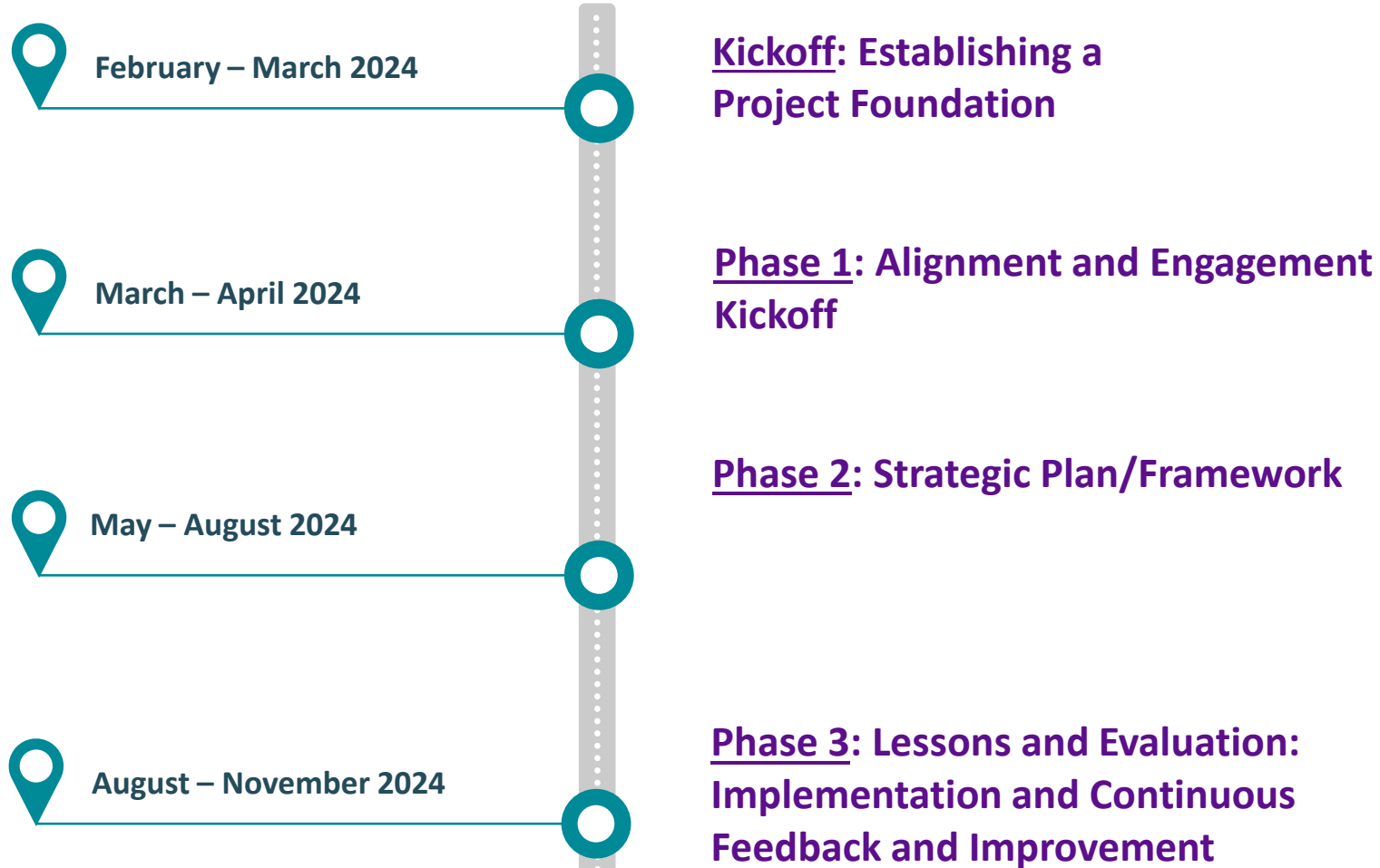
- Regular Updates: Provide periodic updates on the progress of the strategic plan and any changes or milestones achieved.
- Feedback Loop: Create a mechanism for ongoing feedback from the public and demonstrate how their input is being considered and acted upon.

Referring Organizations:

This is a list of the organizations contacted by Integrated work as partners in gathering input from the community. They were instrumental in serving as conduits to the communities DHS wanted to hear from through the process.

- I Have a Dream Foundation Boulder County
- Sister Carmen Community Center Food Bank
- El Centro Amistad
- Intercambio
- Boulder Ayuda
- Bridge to Justice
- YWCA Boulder County
- Community Food Share
- Emergency Family Assistance Association
- Voices for Children CASA
- City of Boulder
- City of Longmont Human Services
- Safehouse Progressive Alliance for Nonviolence (SPAN)

Strategic planning timeline



Commitment to communication with the community is **commitment** to being a part of community

