

Community Awareness Report

Introduction

This is the Community Awareness Committee's report for the 1st half of 2011. The purpose of the report is to provide a short summary of the challenges, accomplishments, and overall progress the committee has made for this half of the year. The report was compiled using minutes from the committee's meetings, reports from the MCoC database, and input from the committee members. This report's target audience is MCoC leadership, MCoC members, this committee's members, and possibly the general public. A copy of this report will be made available to the designated MCoC leadership and to the committee.

This report is broken up into 3 sections: **summary of meeting minutes**, **attendance reports**, and the **committee's strategy report**. For questions regarding this report, please contact the MCoC Coordinator at vista@mcofnh.org.

Report Prepared By
Kyle Beaulieu, MCoC Coordinator

Summary of Minutes

03-07-2011

Going over activities that are already underway regarding community awareness.
Discussing the possibility of holding a public forum on homelessness to raise more public awareness.

04-04-2011

Overview of the Community Awareness Committee, its purpose and direction.
Finalizing the PIT Press Release and discussing future Press Releases.

05-09-2011

Reviewing what the plan's to end homelessness say about Community Awareness.
Brainstorming objectives and action steps to work on for the upcoming year.

06-01-2011

Reviewing May meeting attendance and social media statistics, specifically the website hits.
Discussion on developing a media policy for the MCoC.

Attendance Reports

The following attachments provide attendance reports for each meeting. In addition, reports are attached which provide the cumulative contributed hours committee members spent in meetings, as well as the value of those hours. In summary:

- 4 Regular meetings were held;
- Total attendance for those meetings was 25;
- 11 unique individuals attended those meetings; and,
- A total of 18* hours was spent in meetings, which is a total value of \$374.40* of contributed hours.

* The total number of hours and value of those hours does not include the MCoC Coordinator and the Director of Homeless Services for the City of Manchester/Granite United Way.



Date Range
01/01/11 - 06/23/11

Manchester Continuum of Care: Report
All Meeting Attendance

Committees Selected
Community Awareness



Committee	Attendees Name	Attendee's Agency
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Community Awareness

March 2011

Susan Howland	Granite United Way
Brenda Riddell	Graphic Details
Kyle Beaulieu	Manchester Continuum of Care
Loretta Prescott	Serenity Place

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April 2011

Craig Chevalier	1269 Elm St Café
Maureen Beauregard	Families in Transition
Susan Howland	Granite United Way
Brenda Riddell	Graphic Details
Brian Boyer	Harbor Homes
Kyle Beaulieu	Manchester Continuum of Care
Nancy Comai	New Horizons for NH
Loretta Prescott	Serenity Place
Shane Fisher	Southern New Hampshire Services
Levi Kafka	The Way Home

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May 2011

Craig Chevalier	1269 Elm St Café
Susan Howland	Granite United Way
Brenda Riddell	Graphic Details
Kyle Beaulieu	Manchester Continuum of Care
Nancy Comai	New Horizons for NH
Levi Kafka	The Way Home

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June 2011

Craig Chevalier	1269 Elm St Café
Susan Howland	Granite United Way
Brenda Riddell	Graphic Details
Kyle Beaulieu	Manchester Continuum of Care
Levi Kafka	The Way Home

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Date Range
01/01/11 - 06/30/11

Manchester Continuum of Care: Report

Committees Selected
Community Awareness

Individual In-Kind Contributions*

Name	Hours	Value of Hours**
Brenda Riddell	4.5	\$93.60
Brian Boyer	1.0	\$20.80
Craig Chevalier	3.0	\$62.40
Levi Kafka	3.0	\$62.40
Loretta Prescott	2.5	\$52.00
Maureen Beauregard	1.0	\$20.80
Nancy Comai	2.0	\$41.60
Shane Fisher	1.0	\$20.80

Total Cumulative Meeting Hours 18.00
Total Value of Hours \$374.40
Number of Individuals 8
Number of VISTAs 1

*This report does not include member's contributions at MCoC events.
**Value of hours is calculated at \$20.80 per hour, based on data from www.nhnonprofits.org.

Date Range
01/01/11 - 06/30/11

Manchester Continuum of Care: Report

Committees Selected
Community Awareness

Agency In-Kind Contributions*

Member Agency	Hours	Value of Hours**
1269 Elm St Café	3.0	\$62.40
Families in Transition	1.0	\$20.80
Graphic Details	4.5	\$93.60
Harbor Homes	1.0	\$20.80
New Horizons for NH	2.0	\$41.60
Serenity Place	2.5	\$52.00
Southern New Hampshire Services	1.0	\$20.80
The Way Home	3.0	\$62.40

Total Cumulative Hours 18.00
Total Value of Contributed Hours \$374.40
Number of Agencies 8

*This report does not include member's in-kind contributions at MCoC events.
**Value of hours is calculated at \$20.80 per hour, based on data from www.nhnonprofits.org.

Strategy Report

The Committee Chair was asked to fill out the sections below. Committee members may also have had input on the below content, which was left at the discretion of the committee chair.

Accomplishments

- The committee has been reorganized and is meeting regularly;
- A large number of MCoC agencies are being represented at meetings;
- The first MCoC website has been launched;
- A press release was formed and distributed on the January Point-in-Time Count results; and,
- Began discussion on how to bring the topic of homelessness to a larger audience.
- Increased social media followings:
 - Facebook: up 47 likes to a total of 109 likes.
 - Newsletter: added 20 new individuals to newsletter distribution.
 - Twitter: increased the number of followers on Twitter.

Challenges

- Lack of responsibility description for the committee;
- Uncertainty regarding goals and parameters vs. other MCoC committees; and,
- A need for a committee chair (or chairs).
- Defining what “community awareness” actually means for the purpose of defining the committee’s direction.

Committee Goals for Next Half

- Create a foundation for future work;
- Help the public understand homelessness and what the MCoC is doing about it; and,
- Develop effective protocols for structured communications within the MCoC and for public engagement.
- Utilize skills and knowledge to disseminate best practices of community awareness to MCoC agencies.