

Community Awareness Committee Minutes

Date and Time

Monday, March 18th, 2013 11:00AM-12:00PM

Location

Granite United Way, 22 Concord Street, 2nd Floor, Manchester

Attendees

Susan Howland
Michele Talwani

Katie Simpson
Brenda Riddell

Kyle Beaulieu

February Minutes Approved.

MCoC Newsletter

- Katie will check the newsletter distribution list, and make sure all committee members are receiving it.
- We need to refocus the newsletter on a different audience.
 - Target local business owners and other people within the community.
 - To do this we will have to change the newsletter's tone.
 - How would we get people signed up for the newsletter?
 - We can send out a test newsletter asking people to sign up and continue receiving it.
 - We can ask the Chamber to push the newsletter.
 - We can also send it out to Project Homeless Connect contacts, the mayor, local government officials, state reps, senators, BoSCoC and GNCoc members, etc.
 - Should we continue to drive people to the website through the stories?
 - We can make the stories shorter and include them fully in the newsletter.
 - Then include a separate link to the website somewhere else on the newsletter.
 - The facts should target the general public, not just MCoC members.
 - New Newsletter Ideas:
 - Did You Know? data
 - Point-in-Time Count results
 - Listing of events – when, where, who to contact
 - Update on sequestration
 - How does this affect the average person?
 - What would this mean to your organization?
 - We could ask organization presidents for a quote.
 - “Have you checked out this section of the website lately?”
 - Include links to certain pages.
 - We will hold off on the May newsletter until after the committee has met.
 - The group will look over the April newsletter and give their feedback.

MCoC Website Ideas

- Brenda will build on to the website with a newer technology using WordPress.
 - We can slowly update the rest of the site by building on to the new pages.
 - The screen will automatically resize to fit whatever screen a person views it on.
 - Mobile, desktop, laptop, etc.
- Could we create an educational game for website users?



- This could be something interactive to engage visitors.
- Possibly a question game.
 - It would be interesting to see what their answers would be.
- We could post the highest scores.
- We need to update the existing website pages.
 - Katie will bring print-outs to pages to look over.

Minutes Prepared By

Katie Simpson

Manchester Continuum of Care Coordinator, VISTA