

Community Awareness Committee Minutes

Date and Time

Monday, May 8th, 2013 9:00AM-10:00AM

Location

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

Attendees

Brenda Riddell

Michele Talwani

Peter Grigorakakis

Katie Simpson

Monica Zulauf

March Minutes Approved.

MCoC Newsletter

- Katie will add Monica to the list of newsletter recipients.
- The newsletter is a tool for the Community Awareness Committee to get information out about homelessness.
 - We need to educate people about “what is homelessness” and eliminate some of the common stereotypes.
- The committee needs to expand its audience to include other community members versus only MCoC providers.
 - We could send it to all the local educators.
 - Katie will reach out to Jocelyne Pinsonneault about a contact at the superintendent’s office.
- Analytics show that approximately 30% of the recipients are opening the newsletter.
 - Around 20% are clicking on the articles.
- We will send out a trial issue of the new newsletter, and allow people to opt out of continuing to receive it.
- Families in Transition (FIT) sends their newsletter out to volunteers, donors, staff members, local politicians, etc.
- FIT’s newsletters include an education piece highlighting a different topic each issue.
 - For example, April’s newsletter highlighted volunteers (because of National Volunteer Week).
- We will also include links to other articles published in local/national newspapers/magazines.
 - We could include a section in the newsletter with articles from other places, such as “In the News.”
 - Katie will look at the NH Business Review for inspiration.
- We will possibly tie the newsletter in with the website.
 - A monthly campaign on the home page of the website could be the main article in the newsletter for that month.
- What are the stories around homelessness that catch people?
 - The most compelling stories are around women and children.
 - In Manchester, however, more single homeless men are seen on the streets by the public.
 - It’s been a fight to get people to understand that there are homeless families because they aren’t as visible.
 - Monica will research successful messaging around homelessness and what works.
- We will release the next newsletter sometime in June.

- Letting people know we are actively working on rebuilding the focus of our newsletter and website.
- Include a survey asking people what they want to see in the newsletter.
 - Make it multiple choice.
- Content ideas:
 - Photos, statistical data, national articles, local human interest stories, agency updates, Q&A with community members (ex: Manchester police officer, shelter manager, downtown store owner, etc.), article on why people don't utilize shelters, etc.

MCoC Website

- Brenda sent some files to Kyle to use in updating the website and building on a new section.
 - Katie will check with Kyle on his progress.
- Brenda also purchased a WordPress template to make the site mobile friendly.
- She will update the main page and then build the beta site slowly over time on the side.
 - The main page will be for the general public.
 - The other pages will be provider focused.
- We will create a page separate for businesses.
 - It will look branded but have a completely different focus.
 - <http://www.mcoenh.org/business>
- Katie will pull the website Google analytics for the next meeting.
 - Are Facebook users viewing it? Is the newsletter drawing people in?
 - We want to make sure people are using the website before making any decisions.
 - The website as it is now is dated.

June Community Awareness Meeting

- From now on meetings will be the 2nd Wednesday of each month from 9:00-10:00am at Granite United Way, 22 Concord Street, 2nd Floor.
- We will decide on new website content and updates during the next meeting.
 - Katie will bring recent analytics.

Minutes Prepared By

Katie Simpson

Manchester Continuum of Care Coordinator, VISTA