

CPI Communications Work Group

May 26, 2010 2:30 – 4:30 pm

1575 Sherman St. Rm 9E

Team Members Present: Glenn Lavezzi (DCW), Haley McKean (Arapahoe DHS), Caitlin Smith (DCW), Adolfo Regalado (DCW), Anne Comstock (MPCWIC), Monica Wilkerson (DCW)

Team Members Absent: Stacey Read (DCW), David Menefee (DCW), Elaine Huffman (FAD), Laurel Moore (DCW), Connie Linn (Broomfield HHS)

Recommended that a template for Action Items be created for all WGs to use

I Logo and Labeling of the initiative

- Logo 1 is favorite, 2 is next
- Glenn will submit to POIT

II Communications WG role

- Will not edit content of other WGs
- May comment on content if there is a glaring error and sufficient time for corrections
- The Evaluation WG survey is going out
 - 7 Checkbox questions
 - Caitlin communicated the Communications WG concerns about the survey to the Evaluation WG
- The CPI is communications driven
- Communications WG should monitor the number of communications going out to counties, don't want to overwhelm them
- How to keep all WGs informed of what each other are doing
 - On tomorrow's POIT agenda
- How does Communications WG support the other WGs?
- Communications WG should be involved in connecting Practice Model WG and the community
- If there is a poster for CPI, it should have a contact point on it
- Communications WG should create an FAQ page on the website based on questions coming to David M
- How to avoid duplication of effort between WGs
- Practice Model WG are experts on creating a Practice Model, not on communications
 - Practice Model WG should bring the Practice Model to the Communications WG when they are ready to disseminate it.
- How does the Communications WG know what other WGs are doing and what each WG's roles are?
- One person can't attend all WGs. POIT members should go to all WG meetings
 - Minutes reduced to Action Items could be read by other WGs.
 - Could have guests at Communication WG meetings to talk about what other WGs are doing

- Action Items are being collected in one place by Dave B to be entered in a spreadsheet
- Need to get WGs looking out farther than 2 weeks
- Could use David M.'s work plan to track Action Items
 - Action Items should relate back to Work Plan objectives
- Recommendation to POIT
 - Minutes with Action Items should be kept for all WGs
 - Action Items need to relate back to Work Plan objectives
 - Communications WG should create a minutes template and submit it to the branding team (Glenn L)
- Need Work Plan finalized
- Some WGs start in 2011
- Communications WG can add to Objective 4 – to prep other WGs for our input

III Review communications plan (drafted by Haley)

- Internal document to go to WGs
- Communications WG is vehicle for other WGs to use to get their information out
- Communications WG will prepare a packet to give to other WGs
- Other WGs cannot edit Communications WG output
- Communications WG sets standards for other WGs
- All communications deployed through Communications WG?
 - No – Lloyd just sent email to counties
- Communications WG will handle general requests for information about CPI and requests for speakers
- Communications WG could put together hand-outs and a Powerpoint presentation for people to use then they make presentations
 - Add a column to the Action Item template to list what other WGs should be involved
 - Include the Communications WG charter in the handouts
 - Need to review the first page of the Communications Plan
 - Could edit by email
 - AI - Caitlin and Anne will revise the 1st page by June 4
 - Review deliverables for this year
- Create a project timeline
- Could remove branding/marketing from Communications WG responsibilities, create a separate WG from communications
- Plan a poster
- Will WG minutes be posted?
 - Affects how minutes are taken
 - Should ask POIT
 - Should logic model be posted? – Would need some explanation
 - AI – Caitlin S will write an explanatory paragraph on the Object Model
 - AI – Caitlin S will post synthesis report
- CFSR newsletter will be turned into CW newsletter
 - Content – Child Protective Investigator, CFSR, DR
 - AI – Caitlin will present mockups to her crew by June 1

- At present, 4 month clearance process for newsletter
- Internal newsletter is gone
- Will be a CPI article in the June Newsletter
- One pager should be timeless
- Discussion as to whether the introductory email for CPI should be posted on the website
- New CW website launches Aug. 6, 2010
 - Communications WG needs to have materials ready
 - Items can be posted to present website when they are ready – will automatically be transferred to new website when it goes active
 - Communications WG will “own” CPI web page
 - AI – Glenn L will request that when a search is done for CWE, it goes directly to CPI page (no date set)
 - AI – Glenn and Caitlin will ask David M. about buying the domain name (no date set)
 - AI – Dave B is working on CPI master calendar in Google (Ongoing)
 - Possible Google Documents page for general use to store CPI documents
- Could use same template for letterhead and for hand-outs
- AI – Glenn L will make letterheads and other standard forms with the logo (no date set)
- Project calendar will not go on website
- AI – Dave B will get email address for the CPI calendar page by June 1, 2010
- AI – Haley will revise rest of Work Plan to distribute by June 4

Next meeting: Tues, June 8, 2:30 – 4:30

Meeting adjourned 4:30