



CPI Communications Work Group
Apr. 27, 2010 1:00 – 4:30 pm
Meeting Minutes

Team Members Present: David Menefee (DCW), Elaine Huffman (FAD), Anne Comstock (MPCWIC), Glenn Lavezzi (DCW), Haley McKean (Arapahoe DHS), Caitlin Smith (DCW), Laurel Moore (DCW), Monica Wilkerson (DCW), Connie Linn (Broomfield HHS)

Team Members Absent: Judy Rodriguez (DCW), Dan Makelky (DCW), Stacey Read (DCW), Adolfo Regalado (DCW)

Minutes: The March minutes were unanimously approved.

I Introductions

- Each member introduced themselves to the group.
- Need additional members to include:
 - 1 small county Public Information Officer
- Glenn L will edit the charter and submit it by email for approval

II POIT Update

- Meeting time extended to 1:30 to 4:30 pm to give sufficient time to get the work done.
- CPI defined – see handouts
- Communications Work Group has formed
- Evaluation Work Group (WG) has formed
- Need to have families and children involved, but more appropriate to involve them later in focus groups at the county meeting level
- Work Plan
 - Conceptual Model – see slide
 - Page of steps for each objective in the model
 - Work Group will revise the steps
 - Communications Plan must include reaching down into the counties, not just the Directors
- Agreed to the Communications WG reviewing the logo and name for the project

III Logo and Labeling of the initiative

- Needs to indicate that the project is about children and families

- Discuss the name first and leave the logo and lettering to the Design Center
 - Name is name of program or name of the initiative?
 - Brand the initiative or the model?
 - If it is going to change, must be done quickly
 - Need tagline like “Improving Outcomes for Families”
 - “Outcomes” too business like, families won’t relate
 - If the Practice Model and the initiative have different names, then the new Practice Model logo will have to be done by Oct.
- Who wants to brand the Practice Model?
 - Consensus – brand the philosophy
 - “Excellence” sums up what we want
 - E.g. “Child Welfare Excellence, Colorado’s Practice Initiative”
 - Family concept can be represented by a “family-like” graphic around the name
 - No black or white people in graphic
 - Consensus – Are we done?
 - Yes!
 - Submit the idea to the Design Center, then take it to POIT
 - Get a few designs, then select
 - How to fund it?
 - MPCWIC can pay for it
 - Glenn and David will explore if DCW can pay and will figure out the procedure for paying the design center
- Listserv for CPI Survey
 - Evaluation WG is putting together a survey for counties’ staff asking, “What would you want the people creating the Practice Model to know?”
 - Survey will be designed by the Evaluation WG
 - Introduction and email text should be vetted by Communications WG
 - All communications with counties must go through Lloyd Malone
 - Trails has listserv with all CW workers
 - Survey will be short
 - Brief description of the Colorado Practice Initiative included
 - Practice Model WG will be a statewide group of state staff, county staff and stakeholders
 - Group of 20 will develop the Practice Model framework
 - Framework will go out to various groups throughout the CW division
 - People of the state will develop the Practice Model, not the state
 - Survey will be drafted by the Evaluation WG, then vetted by the Communications WG, then it goes to Lloyd Malone to review before it goes to the counties
 - Initial Practice Model must be defined by October
 - Evaluation WG will drafted the initial correspondence through Lloyd M to go directly to county staff.
 - Will survey suffice? (standard response rate to a government survey is 25%)
 - Survey will be followed by meetings in each of the regions of the state with county staff, consumers and stakeholders.

- Survey in an initial start to involving county staff
- The current version of the workplan that David distributed is not a document for broad-based distribution. It is a working document for project staff and workgroups, not or distribution to counties with survey?
- Project and state staff is working with DCW leadership to solicit county recommendations from CSSDA for the practice model workgroup. State and stakeholder names are also be gathered in order to create a diverse representative group to develop the initial practice model framework
- Ki'i will send draft survey to Glenn
- Need to inform the POIT that the Communications Work Group needs to receive information in as timely as way as possible
- Communications WG will have to vet documents via email to save time
- Need to add a paragraph about the Practice Model to the FAQ sheet
- Revise the FAQ, send to David M.

Development of the Communications Plan

- Spin template was sent out to some members
 - Gives a clear vision of that all correspondence will look like
- Communications WG needs to prepare a Communications Plan for the next 3 months in 2 weeks.
 - Define the types of communication going out
- 2 Goals
 - Introduce CPI
 - Solicit information from counties
- What do we need to do in the next three months?
 - Need a Project Introduction document
 - Who, what, when, where, why, how
 - Should we flood them with information, or use a planned approach
 - Need to proceed with POIT feedback
 - Need to talk with CW staff before communicating with families
 - What will be the first correspondence with county staff?
 - Who should it go to?
 - Not state CDHS staff
 - Include ARD
 - Not DYC
 - Not the State Board
 - Everything goes to George Kennedy
 - See hand-out – target
 - County Commissioners and CCI should be involved early
 - Should communicate with CW staff within three months
 - 1st wave – 1.5 months
 - 2nd wave – 2 months later
 - What information needs to go out?
 - Everything doesn't have to be reviewed by POIT
 - Who will sign-off for POIT?
 - POIT can sign-off by email in two weeks
 - What messages and what mediums?

- CW website is currently being redesigned, already has a CPI link
 - Could use colored paper to differentiate CPI documents
- Create a table of documents and media – see document from Hailey
 - Electronic communications
 - Printed
 - Earned Media
 - Presentations
- Need support from state CW Research group
 - County meeting invitations
 - Survey introduction (not survey)
 - Specific WG's will be responsible for content for their particular activity. Communication WG will assist with dissemination, template development, etc.
- Report Support
 - Template design
 - Executive Summary
- Branding
 - Logo
 - Name
 - Template
 - E-signature
- Form subgroups for each of the above categories
- Glenn L. will create a table based on this and send within a week
- Edit FAQ (one-pager)
 - Caitlin, Connie, Anne
- Glenn will do list of current WG members for posting on webpage
- Next meeting:
 - May 11, 2:30 – 4:30, Ft Logan
 - May 26, 2:30 – 4:30, 1575 Sherman St.