

IV. Goals, Objectives and Action Steps

Plan Goals and Structure

For the purposes of the communications plan, the following definitions apply:

- Goals: The intended broad, crucial outcomes of communication efforts
- Objectives: The approaches used to achieve goals
- Action Steps: The measurable steps taken to achieve the strategy

Goal A: Strengthen communication among the Commission, Task Forces, Standing Committees, and Commission Partners

The Commission is best positioned to achieve its mission when the Commission, Task Forces, Standing Committees and Commission Partners are aligned around the Commission's work and priorities. Strong communication can support this alignment and promote information sharing down through the organizations represented on the Commission and partner agencies, ultimately creating a strong network of support for the Commission and its work. The communications committee can serve as a conduit for stronger communication.

Objective A1: Facilitate communication between and among the Executive Director, Executive Committee, Commission, Task Forces, and Standing Committees

Each entity of the Commission is critical to its work and accomplishing the priorities of the strategic plan. As each Task Force and Standing Committee focuses on a specific priority area of the Commission's work, it is critical to leverage this work in order to support collaboration and avoid duplication of efforts.

- A1a: Establish vehicles for regular and formal updates between the Executive Director, Executive Committee, Commission, Task Forces, and Committees, including specific vehicles for Task Forces to regularly update the Executive Director on outcomes, communication requests or other items as needed

Current vehicles include:

- ED attends committee and task force meetings,
 - ED updates strategic plan tracker based on meetings and periodically sends to TF chairs for review and edits,
 - ED emails all parties with meeting dates and deadlines for agenda items,
 - Chairs meetings will continue to be held prior to each CISC meeting to ensure coordination and non-duplication.
 - Other items as needed
- A1b: Establish communication as a standing item on Task Force, Subcommittee and Standing Committee agendas to capture items the Commission would like communicated through stakeholder networks, and items which the task forces and committees would like disseminated
 - To be discussed at the next co-chairs meeting.

Objective A2: Leverage stakeholder networks to promote a shared understanding among Commission partner agencies regarding issues related to vulnerable children

The Commission believes its mission of improving the lives of Hoosier children can best be achieved through a collaborative effort. The Commission, Task Forces, and Standing Committees have built strong relationships to support the Commission’s important work. These relationships can be leveraged to support a broad understanding of issues related to vulnerable children among the Commission’s partner agencies.

- A2a: Identify Commission stakeholder networks
 - Judges
 - Probation Officers
 - Court clerks/staff
 - Correctional staff/facilities
 - Public defenders
 - Prosecutors
 - Victim advocates
 - Family Case Managers
 - Community Mental Health Centers
 - Contracted service providers (child welfare, mental health, disabilities)
 - Systems of Care
 - Early interventionists
 - Child care providers
 - JDAI
 - CASA staff and volunteers
 - County health departments
 - WIC clinics
 - Hospitals and doctors
 - Schools—superintendents, principals, teachers, student services professionals
 - Legislators
 - Governor’s office
 - Consumer advocates
- A2b: Identify Task Force and Standing Committee stakeholder networks
 - Same as CISC, at operational level, plus:
 - Community-based youth programs
 - Researchers
 - Higher Education
 - Homeschoolers
 - Youth
 - JAG/workforce development programs
 - Prevention programs
- A2c: Develop a process and criteria for determining which messages and outcomes need to be communicated through the stakeholder networks of the Commission and its Committees and Task Forces, and whether those messages should come from the CISC Executive Director or the CISC members to their stakeholders
 - This may best be done with a specific case example when one arises.

- A2d: Develop a process for how information will be shared throughout partner agencies, including identification of the most appropriate and effective communication vehicle(s) for each type of message and timing of announcements. *Note: Process should allow flexibility for Executive Director to communicate quickly / as needed regarding emerging issues*
 - This may best be done with a specific case example when one arises.

Goal B: Advance the work of the Commission through strong communication with external audiences

The Commission will benefit from continuing its work of engaging the public in its activities and initiatives.

Objective B1: Develop vehicles to effectively communicate the work of the Commission

Communicating the work of the Commission to the general public is an important factor in achieving the vision and mission of the CISC. Steps have already been taken to create a centralized media contact list, which will need to be maintained. Understanding the array of communication vehicles available to the Communications Committee and aligning messages and vehicles effectively will help the Commission better communicate their work to external audiences.

- B1a: Maintain partner agency PIO email list
 - Review list at each Comms committee meeting
- B1b: Develop and maintain key media contact list
 - ED holds, maintains, periodically provides to committee for review
- B1c: Inventory communication vehicles:
 - Website, news releases, social media, mass email, advisory notices, and in-person meetings, CISC meetings
- B1d: Formalize process for approving press releases
 - Complete and memorialized in process document

Objective B2: Develop a process for announcing regularly occurring Commission meetings and activities (ongoing)

Regularly scheduled Commission meetings provide a venue for core Commission activities and information sharing. Publicizing these meetings and other regularly occurring activities in a seamless way will continue to support building strong stakeholder networks and public awareness.

- B2a: Identify the most effective vehicle(s) for communicating regularly occurring Commission meetings and activities
 - Complete and memorialized in process document

Objective B3: Develop a process for sharing outcomes and special initiatives of Commission (as identified)

The Commission is already creating impact on behalf of Indiana’s children. As the Commission continues implementing its strategic plan, this impact and associated outcomes will increase. It is critical to communicate these outcomes and other special initiatives to those who can benefit from this work.

- B3a: Identify criteria for types of information to promote to the public and the media
 - Complete and memorialized in process document
- B3b: Identify process for capturing outcomes to be shared from CISC meetings
 - Complete and memorialized in process document
- B3c: Identify the most effective vehicle(s) and develop a process for communicating outcomes and special initiatives
 - This may best be done with a specific case example when one arises.
- B3d: Using information developed in B3c, develop targeted communication and outreach efforts as needed to promote specific outcomes or special initiatives
 - This may best be done with a specific case example when one arises.