

CCNet Communication Committee

6/1/10

Two tactical ideas for discussion group engagement:

- List-serv for discussion group access
 - o Send out different emails, invitations, reminders, articles, etc.
 - o Would help spread the word about discussion group topics
 - o Initially, list-serv could be un-moderated, but if need be, could be moderated.
- Spotlight on focus groups – one discussion group a week in newsletter
 - o Mirrors what we have about community spotlights right now, but highlights topics different discussion groups are focusing on
 - o Provides everyone on the list-serv of a taste of what is occurring in each discussion group
 - o Helps to answer the question of what is CCNet from reading brief discussion group dialogues
 - o Entices people to join new discussion groups
 - o Rotate groups weekly
- A “form” email for discussion group times
 - o Construct a paragraph that others can pass along in an email or through a list serv about a discussion group
 - o Example: Hello! I thought you would be interested in attending the ____ CCNet discussion. It is at ___am/pm at (location) and we have been discussing _____. You would be a great addition to the discussion. Hope you can attend!
 - o This provides people an easy way to pass along the CCNet word to others in their network via email and save people time on writing up their own individual email.

Importance of communications: How do we entice people to become curious about CCNet and become engaged in a discussion group?

Direction needed from communications team: Strategy

Three different types of strategy are needed:

- 1) Communication amongst discussion groups – facilitate knowledge transfer for further connectivity – **Documentation/knowledge creation role**
- 2) Communications to recruit new minds to discussion groups – **Recruitment role**
- 3) Communication about validating existence – **Promotion role**
 - a. Good documentation of discussion groups and literacy of CCNet’s mission will accomplish this

Needs to achieve strategy:

- Articulate exactly what CCNet is
 - o Why CCNet is important may only be understood once it is encountered and experienced – CCNet is experiential
 - o We can manage how message is positioned, but it might not work well
 - o We want to promote knowledge building and networking
- Need a clear, concise mission statement and make it visible on the website and newsletter
 - o Creating a mission statement will help guide strategy and provide people with a tangible phrase to describe CCNet with. In turn, this may attract more people to the group due to a clearer understanding of the importance of dialogue.
 - o Tactical: convert the CCNet “About” section to make more concise – need a verb phrase, not noun.
 - o Market strategies will also arise from creating a mission statement
 - o Benefits:
 - Ability to judge appropriate action to take that align with mission statement and clear goals derived from mission statement
 - Ability to evaluate ideas and principles to remain active and relevant in the community
 - Allows people in discussion groups to discuss and derive action in support of the CCNet mission
 - o Mission will lead to developing benefits of dialogue and is supported by examples
 - We want discussion member participants to be attracted mentally through education about dialogue
 - This will encourage people to sign up and that information is available on the website and through discussion groups to be compelled to take action.
 - o We can “sell” CCNet from knowledge and documentation of discussions
 - Only thing left: how do we get the message out?

Importance of Documentation and Education:

- The body of discussion groups should accomplish all documentation requirements
 - o Forms, minutes, inter-member communications via website/list-serv/newsletter
 - Functions of these documentations
 - Ensure all members have mindfulness to distribute knowledge easily and readily
 - To increase literacy of topics and CCNet mission inside discussion groups
 - o If the discussion groups are literate, articulate the mission to others, and are interacting between discussion groups, it proves we as organizers have done are job well
- We want to tell community members about CCNet in as many ways as possible and we also want to provide CCNet participants the tools to spread the word to others as well.

Sample Articulations:

- CCNet is an organization that promotes community based dialogue around community change and without, the community would be less connected.
- To promote discussion and dialogue for issues throughout Champaign County
 - o Might have to define dialogue?
- If you care about a topic, what is the topic and what do you think the community needs to discuss?
- Language of sustainability will turn into language of the community
- As soon as new participants come in contact with CCNet, you are a part of the story
- We invite inspection and curiosity to increase literacy of sustainability issues in our County

Goals:

- To include new members and provide them with the tools to further the CCNet mission and literacy
 - o Literacy about CCNet and about discussion group issues
 - o This point feeds into how the website is set up, newsletter, etc.
 - o Key: Getting the right words down to promote literacy
- Develop a clear, concise mission statement to proceed with further strategy and communications planning (direction)
- Develop CCNet principles
- Develop tools to provide CCNet literacy
- From communications strategy, mission, literacy: Form how we track a list of accomplishments

Action Items

- For next meeting:
 - o Mike will develop first draft of mission statement – Communications committee will review and tweak, Shelley/Melia will help refine, then we will take it to the larger committee (immediate – next few days)
 - o Form principle objectives of communication functions
- For later meetings:
 - o Tactics for Melia/Shelly
 - o Budget for these communications
 - o Benefits of dialogue blurb
 - o Examples of CCNet discussions – what this means, what kinds of examples we are looking for, etc.

CCNet

Goals:

- to highlight local info that responds to questions raised during the launch session last week
- Keep energy going

What do we know locally?

Recognize that most people have interest in one area, but want to have knowledge of many.

Green divide rather than digital divide

“CCNet didn’t DO anything”

Weekly email and Spotlight Stories: we have info to answer your questions

- Energy Conservation – link to report
- Zip Cars
- Flip camera – IT personnel at Busey
- Facebook/Twitter fun fact
- Energy conservation website – teaser paragraph to get people to site
- ~~InformationAg?~~

Farm Bureau
 Brad Elken → 1st video

Discussion groups – who administers?

Feedback form

Other:

Apt complex – energy consumption knowledge

Krannert ½ price tickets

Adrian Gurza

Net ID
 AD password
 level of access
 authentication for VPN
 affiliated organization

Community Storehouse

