



## **2015 STRATEGIC PLAN: Outreach Committee**

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### **Mission Statement/Purpose:**

It is the mission of the Outreach Committee to generate awareness for and participation in the ENC and its committees through a variety of communications vehicles, including e-newsletter, social media (ie., Facebook, Twitter, Instagram, Nextdoor and any other deemed beneficial to the ENC), direct mail and one-to-one outreach. Further, the Outreach Committee will work with the ENC and its committees to provide community outreach services as appropriate and needed.

Simply stated, this committee is the bridge between the community and the ENC.

### **Audiences:**

- > Residents – current, new/incoming, homeowner, renter
- > Business owners
- > Others
  - Government such as police, firefighters, politicians
  - non-profits

### **Issues:**

- > Lack of **awareness** of the ENC in general by residents – therefore, lack of awareness for the committees and the work being done by the ENC to improve our city
- > Lack of **communication** that effectively and consistently announces meetings, events and ways in which the community can be involved
- > Lack of a robust **database** to facilitate communication with the community
- > Lack of **involvement** – we expect that this would improve as we do more outreach with the community
- > Need for enhanced **organization** to keep volunteers engaged, motivated and interested in continuing participation

### **Goals:**

1. Increase awareness of the ENC among existing and new / incoming residents
2. Position the ENC through proactive communications as the voice of the community and the “go-to resource” when our stakeholders have an issue
3. Foster and build relationships with Encino business owners
4. Identify and work closely with residential real estate and other partners who can and are willing to help promote the ENC



5. Develop a robust database that includes emails so that we can effectively and quickly communicate with Encino residents
6. Consistently and timely announce meetings, events and successes
7. Identify / recruit future ENC leaders and get them involved so they are ready for leadership positions when they become available

### **Strategies to Accomplish Our Goals:**

#### Residents

1. *Direct Mail*: send post card “introducing” the ENC to the Encino community
2. *Flyer*: leave flyer on doorsteps – use Area reps and real estate agents to assist
3. *One-to-One*: an Outreach Committee member will introduce themselves to a new resident within one month of buying a home in Encino [not sure how to reach renters]
4. *Database*: need to grow our ENC contact list; need to support the LA City initiative of growing users of Nextdoor
5. *Announcements*: identify methods we will use, every month, to promote meetings, events, etc. in our community and assign people to post the announcements
6. *Media/PR*: contact reporters for ENC events; liaise with groups PR reps if available
7. Benchmark level of awareness

#### Business Owners

1. *One-to-One*: a member of the committee will contact the new business within 1 month of opening in Encino
2. Develop a welcome package
3. Discuss ways in which the business can benefit from the ENC – promote events, openings
4. Other

#### Other

1. Survey this audience to determine ways in which the ENC can work with them – what is already working with the relationship and where can we improve
2. The prior two audiences are our priority



**Action Items:**

Immediate Priorities

The below list of action items are to address our basic and immediate needs and is not intended to be an exhaustive list. This list of action items reflects the big picture tasks we will undertake to meet our above stated goals/objectives. There will, of course, be items that arise that will require our attention that we will handle on an opportunistic basis.

1. Create literature and giveaway item to be left on doorsteps and used at community events to promote awareness of the ENC and how to become involved
2. Develop strategies for building up our database
  - a. Meet with Area Reps and Alternates
  - b. Set metrics with how many names/addresses are to be captured per month, per person
  - c. Establish zones and make assignments
  - d. See if Chamber of Commerce can share data
  - e. Review/augment process for collecting information at community events
3. Use Nextdoor calendar function to communicate upcoming events once they are set
4. Work with Chamber of Commerce to identify **non-profits** and other key groups we want to communicate with in the Encino area
5. Establish welcome protocol for new **businesses** in Encino
  - a. Research what the Chamber of Commerce does
  - b. Create welcome package
  - c. Set up notification system for when new businesses open
  - d. Identify committee member to reach out and welcome them and introduce the ENC
6. Set up notification system to alert us of new **residents** -- when a house is sold
  - a. Create welcome package
  - b. Set up notification system for when new residents join the community
  - c. Identify committee member to reach out and welcome them and introduce the ENC
7. Grow committee by inviting our friends
8. Create benchmark statistics (for example, it was reported that there are currently, 1,400 in the database; 1,000 with working email)