

Scope of Work

Developing a Strategy and Materials for Communicating the Message of Work Support Strategies

July 2012

Work Support Strategies Committee

Implementation Team: Communications, Phase 1

Developing a Strategy and Materials for Communicating the Message of Work Support Strategies

Membership:

Arlisha Cooper (NCSSA), Rachel Goldstein, Teresa Evans-Hunter, Lori Walston, Dean Simpson, Keith Moon, Nicki Perry, Andy Fair, Phillip Hardin, and county line staff TBD.

Estimated Project Completion Date:

October 30, 2012

Background

Since March, 2012, Work Support Strategies (WSS) has been developing both a website and a video to communicate to county and state staff and stakeholders. The WSS Communications Implementation Team, in conjunction with NCFAST leadership, and with support from the DHHS Public Information Office and the WSS Committee, will develop a strategy and materials for communicating the message of WSS. The Communications IT will develop and carry out a targeted communication plan to reinforce several key messages. This marketing effort will be targeted toward commissioners, county boards, community partners, clients, and the general public, with a special emphasis on county and state staff at all levels. The communication campaign will be built around a specific strategy and take place through various media (including videos, literature, and a website). The plan will leverage tools from NCFAST and other WSS states that have been successful in gaining widespread support for the project. In an effort to gain staff buy-in and build consistency around the project, the Leadership Team will leverage existing communication structures within NCFAST and NCACDSS, and perform additional outreach to the few counties who do not attend NCACDSS functions.

Project Scope and Components

The WSS Committee has identified the following priorities around communications:

- I. Task 1: Complete development of all materials in-process
 - a. Video

- b. Website. The team will need to complete the initial work on the website and develop placeholders for all information that is to be shared. The website should be updated weekly and should share information and videos on county initiatives, best practices, updates from the Implementation Teams, data, work from other states that could be helpful, and other WSS messaging and documents.
 - c. Economic Caseworker Newsletter from McDowell County DSS. The group will need to determine how to integrate the work that McDowell County is doing with communication efforts of WSS.
- II. Task 2: Create a strategy to provide on-going communications infrastructure that is implemented in tandem with NCFAST communications and capitalizes on opportunities for joint messaging.
- a. Facilitate planning session with NCFAST County Readiness Liaisons and state staff to:
 - i. Determine joint goals related to messaging
 - ii. Align communications vehicles (logs, newsletters, etc)
 - b. In partnership with NCFAST, develop a communications roadmap with:
 - i. Joint messages
 - ii. Timelines for sharing WSS initiatives, including NCFAST staff as necessary
 - iii. Reinforcement of key messages about the state's service delivery transformation.
 - iv. Staff readiness/development needs
 - v. Maximization of quick wins
 - vi. Planful and mindful use of state-purchased AV equipment
 - c. Analyze and build in opportunities for soliciting stakeholder input
 - d. Conduct state-wide communications training
 - e. Promote consistent messaging across all counties, with a plan to utilize NCFAST readiness and training staff as applicable.
- III. Task 3: Review the need for additional communications materials
- a. Develop the toolkit that includes:
 - i. Talking points for each of the communication vehicles and/or high-level talking points on WSS
 - ii. Strategies for sharing information about WSS with staff and communicating on-going updates
 - iii. How counties can participate in WSS Projects
 - b. Develop any other needed materials

Milestones

All county leadership, staff, state staff, and community partners have heard the messaging of Work Support Strategies by the NCSSA Institute in late October.

Final Deliverable

The final deliverables for this Implementation Team for Communications will be: (1) a roadmap with communications products for getting out the message of WSS to all county and state staff as well as stakeholders; (2) a toolkit that gives county and state staff the necessary information on how to communicate the messages of WSS, where to find information that they need, and the process by which the work of WSS will be shared and solicitation for participation will be made.