

MAPP Communication Workgroup Meeting
Friday, April 12, 2024 1:00p – 2:30p
Via In-Person & Zoom

Present In-Person: Derotha, Hannah, Anna, Annie
 Present via Zoom: Mary, Jane Dunn (Sez), Joscie Norris
 Notetaker: Mary

TIME	TOPIC	DISCUSSION	ACTION
1:00-1:15	Welcome, Intros, & Agreements	<ul style="list-style-type: none"> - Review: <ul style="list-style-type: none"> - Food security update: <ul style="list-style-type: none"> - Continuing to work on developing a list of folks to invite to the table in order to complete the communication plan - Today: <ul style="list-style-type: none"> - Housing - Audience Segmentation 	
1:15-2:20	Housing - Audience Segmentation	<ul style="list-style-type: none"> - Goal today is to prioritize Key Audiences and narrow down to 2-3 to make the process simpler and quicker <ul style="list-style-type: none"> - List of Audiences: <ul style="list-style-type: none"> - 1. Vulnerable Populations <ul style="list-style-type: none"> - Seasonal - Itinerant - Newcomers - Low-income - Elders - People living w/ disabilities (mental/cognitive) - People living w/ disabilities (physical) - Young adults w/o rental history/credit - LGTBQ Young Adults - LGTBQ Adults 	

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		<ul style="list-style-type: none"> - People w/ pets - People seeking improved living conditions - Domestic Violence survivors - 2. Organizational/Industry Professionals <ul style="list-style-type: none"> - Real estate agents - Builders (Contractor leads, carpenters, trade professionals) - Landlords/property managers - Review Audience segmentation checklist to make sure each of the above bulleted items meets the criteria: <ul style="list-style-type: none"> - https://thecompassforsbc.org/wp-content/uploads/Audience_Segmentation_Checklist.pdf - Example: <div data-bbox="606 802 1671 1271" data-label="Image"> <p>The image shows a screenshot of a document. On the left is a table with four rows: Homogeneous, Heterogeneous, Measurable, and Substantial. Each row has a 'Yes' checkbox and two columns of text explaining the criteria and why it's important. On the right is a list of 'Vulnerable populations looking for housing' including seasonal workers, itinerant employees, newcomers, low-income, elders, people with disabilities, young adults without rental history, LGBTQ youth, people with pets, and people seeking improved living conditions. Below that is a list for 'Organizational: Industry as a whole' including lenders, builders, and industry professionals like real estate agents and builders. At the bottom is a list for 'Political/Policy' including governmental agencies.</p> </div> 	<p>**Review list developed on white pages at MAPP October Housing Meeting</p>
		<ul style="list-style-type: none"> - **Define “Measurability” for this group: <ul style="list-style-type: none"> - Would like to be able to measure number of messages/engagement activities/ number of messages disseminated - Measures of impact: Most significant change/outcome harvesting stories 	

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2:20-2:30	Closing & Next Meeting Date	<ul style="list-style-type: none"> - Next Meeting: Friday, April 19th 1-2:30p - Agenda: <ul style="list-style-type: none"> Program analysis: <ul style="list-style-type: none"> - Vulnerable populations - Industry Professionals <p>Will be answering these questions:</p> <div style="text-align: center; margin: 10px 0;"> <p>Program Analysis</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; padding: 5px;"> Audience Segment: <i>who needs to make the change?</i> </td> <td style="width: 25%; padding: 5px;"> Key Constraint: <i>what is the biggest thing keeping the audience from making the change?</i> </td> <td style="width: 25%; padding: 5px;"> Desired change: <i>what does the audience need to change/do?</i> </td> <td style="width: 25%; padding: 5px;"> Time – what is the time frame for the change? <div style="text-align: center; margin-top: 10px;"> </div> </td> </tr> </table> </div>	Audience Segment: <i>who needs to make the change?</i>	Key Constraint: <i>what is the biggest thing keeping the audience from making the change?</i>	Desired change: <i>what does the audience need to change/do?</i>	Time – what is the time frame for the change? <div style="text-align: center; margin-top: 10px;"> </div>	
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	Zoom Chat	None.					

