

MAPP Communication Workgroup Meeting
Friday, April 19, 2024 1:00p – 2:30p
Via In-Person & Zoom

Present In-Person: Hannah, Anna, Lorne, Jane, Joscie, Shay, Rhapsody
 Present via Zoom: Derotha
 Notetaker: Hannah

TIME	TOPIC	DISCUSSION	ACTION								
1:00-1:05	Review	Review: <ul style="list-style-type: none"> - Last week we completed Housing Audience Segmentation <ul style="list-style-type: none"> - Vulnerable Populations looking for housing - Industry Professionals 									
1:05-2:20	Program Analysis	<p>Completing the following table</p> <div style="text-align: center; background-color: #e0e0e0; padding: 5px; margin: 10px 0;"> Program Analysis </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%; padding: 5px;">Audience Segment: <i>who needs to make the change?</i></th> <th style="width: 25%; padding: 5px;">Key Constraint: <i>what is the biggest thing keeping the audience from making the change?</i></th> <th style="width: 25%; padding: 5px;">Desired change: <i>what does the audience need to change/do?</i></th> <th style="width: 25%; padding: 5px;">Time – <i>what is the time frame for the change?</i></th> </tr> </thead> <tbody> <tr> <td style="height: 100px;"></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>1. Individual Level - Vulnerable Populations</p> <ul style="list-style-type: none"> - Seasonal - Itinerant employees - Newcomers 	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 – <i>what is the time frame for the change?</i>					
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		<ul style="list-style-type: none"> - 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 - People w/ pets - People seeking improved living conditions - Domestic Violence survivors <p>2. Organizational/ Level - Industry Professionals</p> <ul style="list-style-type: none"> - Real estate agents - Builders (Contractor leads, carpenters, trade professionals) - Landlords/property managers - Employers <p>**Define "Measurability" for this group:</p> <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 	<p>*COH and Chamber of Commerce Relocation Guide has an opportunity for additional information on housing options - Homer Housing Hub (limited to Homer only, not outlying areas)</p>

TIME	TOPIC	DISCUSSION	ACTION								
2:20-2:30	Closing & Next Meeting Date	<ul style="list-style-type: none"> - Next Meeting: Friday, April 26th 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;"> <thead> <tr> <th style="width: 25%; padding: 5px;">Audience Segment: <i>who needs to make the change?</i></th> <th style="width: 25%; padding: 5px;">Key Constraint: <i>what is the biggest thing keeping the audience from making the change?</i></th> <th style="width: 25%; padding: 5px;">Desired change: <i>what does the audience need to change/do?</i></th> <th style="width: 25%; padding: 5px;">Time – <i>what is the time frame for the change?</i></th> </tr> </thead> <tbody> <tr> <td style="height: 40px;"></td> <td></td> <td></td> <td style="vertical-align: top;"> </td> </tr> </tbody> </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 – <i>what is the time frame for the change?</i>					
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	Zoom Chat	None.									