



Mapping Our Journey: Community Planning Advisory Circles & Communication Planning



Tribal Youth Resource Center
www.TribalYouth.org

▶ BEFORE WE BEGIN:

This project was supported by Grant 15PJDP-21-GK-04048-MUMU awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect those of the Department of Justice.

MAPPING THE JOURNEY

A Strategic Planning Resource Guide



YEAR 1

YEAR 2



YEAR 1

- Meet with TYRC Training and Technical Assistance (TTA) Specialist to review the strategic planning process, schedule monthly or bi-weekly meetings and onsite meeting
- Establish Planning Team
- Explore local, regional, and national funding to support expanding Tribal Youth projects
- Planning team meets with TTA Specialist to develop resource map
- Attend Bi-Monthly Online Peer Learning Events
- Assess Data and Identify Local Needs
- Obtain Community and Partner Support (Develop MOU/MOA)
- Convene focus groups for input from Youth
- Convene focus groups for input from Elders
- Develop communication plan to share with Tribal leadership, Community leadership, and other Tribal programs
- If draft Project Strategic Plan is completed during year one, submit to Tribal Leadership (Before submitting to OJJDP)
- Meet with National Native Children's Trauma Center on possible supportive training
- Attend monthly TYRC Talking Circles when possible
- Attend Required OJJDP Meetings and Trainings
- Submit Semi-Annual Narrative and Performance Measure Reports to OJJDP on January 30th and July 30th
- Submit Quarterly Financial Reports to OJJDP
- If Strategic Plan is Completed in Year One, Submit to OJJDP

YEAR

2

- Continue Meetings with Planning Team
- Collect Performance Measure Data and Make Modifications to Objectives as Needed
- Continue bi-weekly or monthly meetings with TYRC TA Specialist
- Submit Semi-Annual Narrative and Performance Measure Reports to OJJDP on January 30th and July 30th
- Submit Quarterly Financial Reports to OJJDP
- Submit draft Project Strategic Plan to Tribal Leadership (Before submitting to OJJDP)”
- Submit Completed Strategic Plan to OJJDP
- If Applicable, respond to OJJDP Feedback on Strategic Plan
- Meet with Tribal Leadership to secure approval if applying for CTAS Purpose Area 9 (Tribal Youth Program) grant funding
- Celebrate completion of developing Tribal Youth Program Seeding Change plan!



FORMING YOUR TRIBAL YOUTH COMMUNITY PLANNING CIRCLE/COMMITTEE



How many members should be on the Tribal Youth Community Planning Circle/Committee ?

A recommended and manageable size for the Community Planning Circle/Committee is somewhere between 5-9 individuals.

What are the primary roles and responsibilities of the Tribal Youth Community Planning Circle/Committee members?

- Model and commit to being an impartial and objective group in support of the TY planning coordinator and the Indigenous youth and their families that will be served by the program.
- Willing to contribute to the development of the overarching framework/program design from planning to sustainability.
- Willing to work together to develop necessary infrastructural supports for the planning and operational components of the program.
- Knowledgeable about the TYP's place in the community, trends in the community affecting the field of services, and a focused commitment to the long-range issues that impact Indigenous youth and their families.
- Commitment to contribute to developing asset-based solutions.
- Willing to build relationships and work together as a Tribal Youth Community Planning Circle/Committee to accomplish the goals and objectives of the TYP program.
- Attend monthly Tribal Youth Community Planning Circle/Committee meetings



▶ FORMING YOUR TRIBAL YOUTH COMMUNITY PLANNING CIRCLE/COMMITTEE

Possible Challenges Involved with Forming a Tribal Youth Community Planning Circle/Committee

1. Having no previous working relationships with potential members can be difficult for recruiting efforts.

Possible solution: Request a meeting to discuss the program, your vision for the program, how their expertise will assist in meeting that vision, and how ultimately everyone's goal is to nurture and care for tribal youth.

2. Potential members can be very busy people and may hesitate to be a part of another community group.

Possible solution: Meet with potential Community Planning Circle/Committee members and share about how their service to the Tribal Youth Program can:

- Provide a unique opportunity to contribute to the development of a program designed to uplift tribal youth
- Contribute to the program's success
- Strengthen interdepartmental relationships
- Increase the positive impact on youth and their families



▶ THE “WHY” OF COMMUNICATION PLANNING

A communication plan will raise awareness about your program’s vision, purpose, and scope of services to all members of your community and stakeholders. A clear and concise communication plan can also influence the efficiency and simplicity of your communication methods and provide a foundation for systematic information sharing and two-way communication. Other benefits of a communication plan:

- Conveys the true nature of the focus of your Tribal Youth Program.
- Fosters strategies to engage youth and family voice.
- Promotes shared leadership.
- Guides an entire program and or prevention/intervention services.
- Sets the tone and direction of all communication activities, products and materials to work in harmony to achieve the desired change.



▶ SHAPING YOUR COMMUNICATION PLAN

A Communication Plan can take many forms, including:

- Word of mouth
- News stories in both print and broadcast media
- Outreach and presentations to other tribal service providers, community groups, and organizations
- Community events
- Social Media
- Posters, flyers, brochures, infographics

To communicate effectively, it helps to develop the outcomes you would like to achieve from your communication plan and include your staff and Community Advisory Circle in developing your communication plan.



IDENTIFYING COMMUNICATION PLAN PURPOSE

IDENTIFY THE PURPOSE:

The priority strategies in your communication plan depend on what you're trying to accomplish each program year:

- Sharing the vision and scope of program services with the community and partners
- Educating the community about the issues impacting youth or services your program provides
- Recruiting program participants and stakeholders
- Recruiting volunteers to support program events/activities
- Lifting up youth voice and empowering youth
- Building relationships with potential funders





SHARING

There is no greater power than a community discovering and embracing what it cares about. Ask "What's possible?" not "What's wrong?" Keep asking. Notice what you care about. Assume that many others share your dreams. Be brave enough to start a conversation that matters.

Margaret Wheatley

