



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!

▶ THE “WHY” OF COMMUNICATION PLANNING

A communication plan will raise awareness about your **proposed** 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 **proposed** focus of your Tribal Youth Program.
- Fosters strategies to engage youth, parents, caregivers 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 proposed 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

