

BOSCOC Public Awareness Committee

May 16, 2014 @ 9:00 am

Present: Jan Bruder*, Jennifer Schmohe (Committee Chair), Ron Jacobson*, Dick Lynes, Lisa Schneider

*Identifies those who joined the committee after the 1st meeting was held.

Absent: Renee Greenlove, Rochelle R. Jones

Agenda: Identify content that could be added to the website by local COC's that would promote the support of agencies that provide services/support to the homeless.

Discussion: Everyone shared some experiences with PR within their own local COC's. The group identified that a majority of the PR is done face to face in small and large groups through networking. Some also identified the PR efforts that are done around special events in their local communities. The group concurred that it would be great if the BOSCOC website could serve as "destination" for the PR that local COC's are influencing. Sharing this PR would serve as a "best practice" sharing model and a way to educate the public about homelessness throughout the state. The group also felt it would be useful to produce Public Service Announcements (PSA's) that highlight stats both local and statewide.

Ms. Schmohe shared that direction had not yet been provided to make the revised content on the website activated. The website has provided an "Under Construction" label on the original www.wiboscoc.org website.

Action: Each Committee member will ask their local COC coalition to produce a PSA highlighting statistics, local initiatives, and community needs.

Meeting Adjourned 10:00 am