

OutReach 2013-2014

Officers

DeAsia Landrom - Outreach and Communications Officer
Angel VanStark - Media & Public Relations Officer
Allen Lu - Coordinator of Community Outreach and Civic Engagement

High Level Overview

Vision

What will our presence be?
How will people remember us?

Measures

How will we measure the Outreach's success?
How will we measure our Media's success?

Approach

What will Outreach look like?
What will our media presence look like?



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Vision

Be Real.
Be Down to Earth

Creative

Treating youth the way we treat adults.

Interactive

Engage youth to learn “How to think VS What to think”

Bring awareness and concern

through controversial issues

Measurements

Youth number of youth at meetings
youth we reach at CBOs
youth that know the YC

Facebook Likes

Website Visits

Video Virality

Media

Outreach

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C

Youth Town Halls

Community Based Organizations

Door to Door

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- Similar to C
- (Making it P
- Emphasize s
- Collaboratio
- move forward
- together.

- Introductory
- Committee
- Specialized
- Legislation
- report)
- Feature You

Schools

- Make it Personal
- Connect to a real world problem
- Solutions by Youth
- Passion Quilt
- Opportunities to build on Passion
- Link youth to CBO's
- Next Step: Create a Workshop and Train Commission on Facilitating it



CBO's

- Similar to Classroom Initiative (Making it Personal, Real Issues...)
- Emphasize specific CBO interests
- Collaboration - How we can both move forward on an issue together.



Door to Door

- Elevator Pitch
- Area Assessment
- What can the City do to help?
- Join our network!

Video

- Introductory (Bios)
- Committee
- Specialized (i.e. Holidays)
- Legislation Videos (for annual report)
- Feature Youth Leaders in City



City Hall Tours



Offsite Meetings



Media



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