

Framework for Our Future: A Regional Prosperity Plan for Northwest Michigan

Proposed Outreach Program for Northwest Michigan Networks

As part of the outreach and engagement for the Framework for Our Future, a different chapter of the *Framework* will be highlighted each month, with events, media attention, and activities centered around the “topic of the month.” Events, materials, promotions, and activities are proposed to be fairly consistent across all topics, with *Framework* and Networks Northwest branding. Existing community networks will drive the content of the events and materials.

Networks Northwest proposes to provide staff support to each network in coordinating and hosting events and materials. Outreach activities will:

- Focus community discussion and attention on each of the topics
- Provide opportunities to enhance Framework plans/strategies with additional input and data
- Engage the networks in activities that advance their goals of community participation, education, and action

Each month will feature:

- A topical summit, with an introduction/welcome centered on *Framework* highlights, a keynote speaker, local panel, breakouts/roundtable/work sessions, and breakfast or lunch
- Community roundtables, hosted by the network in question. Roundtables will feature a focused discussion/working session around the issue, with invitations to other networks, network representatives, community stakeholders
 - Roundtables may include discussions on equity and poverty issues relative to the topic. Or, additional roundtables might be held Potential “equity roundtable” for each topic/month on how the issue impacts disadvantaged populations/those in poverty. Or, equity conversations can be integrated in the broader roundtable discussion.
- Media releases for both summit and roundtable
- Forum articles and other communications highlighting a key issue within the topic
- *Let’s Decide How* focus and marketing push on topical questions

Network Involvement

- Plan and conduct the summit
- Organize community roundtable around key issue
- Develop forum article
- Identify potential sponsorship opportunities
- Identify topics for *Let’s Decide How* questions and assist with marketing push/promotion

Network Support from Networks Northwest

- Financial support for conducting the summit – speaker/venue costs (*dependent on RPI funding – we should know about this before the January RECON meeting*)
- Staff support for community roundtables
- Develop and distribute media releases
- Maintain, update, moderate, and promote *Let’s Decide How* questions and discussions