

**Success Equation 2013 Action Plan Final Report
Communications Team**

Goals:

1. Promote the message that “child poverty impacts all of us, but the problem is fixable when a community unites.”
2. Increase understanding about poverty, dismantle negative stereotypes, and highlight effective programs, collaborations and policy that reduce the incidence and impact of poverty.
3. Position the Success Equation as a resource on child and family poverty data, stories, and solutions.

Goal	Activity	Proposed	Outcomes
1,2,3	Use community input from the Success Equation Summit, interview process, and Leadership Asheville focus group project along with Blueprint message training and the expertise of team members to inform the work of the communications team.		
1,2	Develop and refine the Success Equation messages (e.g. message platform, elevator speech) for target audiences	Message Platform & Elevator Speech created.	<ul style="list-style-type: none"> • Created a message platform. • Created elevator speech. • Held messaging training and media training. • Created tagline for logo. • Created SE boilerplate language for media stories.
3	Create a social media and web-based presence.	Create a Social Media plan including a Facebook page and webpage.	<ul style="list-style-type: none"> • A Social Media Plan was created. • A Success Equation Facebook page was completed and launched with a photo campaign supporting education. Over 100 people participated in the photo campaign, and there are currently 66 “Likes” on the Facebook Page. • There is a Success Equation page on the Children First/CIS website.
1,2, 3	Partner with local media outlets to deliver our message (e.g. Success	12 traditional media stories,	<ul style="list-style-type: none"> • A “Thriving Children” calendar listing was created for the Mountain

	Equation calendar and blog with Mountain Express).	op-eds, or letters printed.	Xpress calendar section, <ul style="list-style-type: none"> • 25,000 copies of The 2013 Voter Guide was a Mountain Xpress insert. • Good relationships with ACT reporters were developed
1,2,3	Pitch op-eds, story placement, and letters to the editor in response to topical and current events that intersect the Success Equation.	12 traditional media stories, op-eds, or letters printed.	6 media stories, Op-Eds, LTE's <ul style="list-style-type: none"> • 7/31/2012 Asheville Citizen-Times, "AC-T too generous with grade on poverty rates" letter to editor • 7/28/2012 Clear Channel Radio, Public Affairs Interview on Success Equation, <i>Greg Borom & Adrienne Ammerman</i> • 3/3/2013 Asheville Citizen-Times, "Early Education an Investment in Our Future" Op-ed, <i>Jacque Penick & Greg Borom</i> • 5/31/2013 Asheville Citizen-Times, "Housing Woes Taking a Toll on Children" letter to editor, <i>Jennifer Ramming and Julie Porter-Shirley, Asheville</i> • 5/31/2013 Asheville Citizen-Times, "Ramsey tours local elementary, talks assistants" <i>Casey Blake</i> • 6/30/2013 Mountain Xpress, "Children First Launches Photo Petition Campaign Against Education Cuts" Blog, <i>Jen Nathan Orris</i>
1,2,3	Communicate regularly with volunteers and stakeholders on Success Equation news, relevant external links, and positive community initiatives.	A regularly updated webpage. 300 subscribers to our eNewsletter and/or friends on Facebook. At least 6 eNewsletters sent and weekly updates to our Facebook page	<ul style="list-style-type: none"> • Regular monthly newsletters, called Success Equation Updates, have been sent out to 314 supporters starting in February 2013 • Regular posts on SE Facebook page • Updated SE web page.
3	Develop an annual poverty indicator report in partnership with local organizations that not only identifies problems but highlights assets and successes.	A Success Equation report card/dashboard with media messaging.	We did not achieve this outcome, but have placed it on the 2014 Communications Action Plan

1,2,3	Develop promotional materials.	A regularly updated webpage. 300 subscribers to our eNewsletter and/or friends on Facebook. At least 6 eNewsletters sent and weekly updates to our Facebook page	Along with promotional materials listed above, a one-page "Fact Sheet" was created, illustrating the mission, vision, history, team make-up and ways to get involved in the SE.
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Success Equation 2013 Action Plan Final Report – Family Resource Center Team & Roundtable

Goals:

1. Support and connect local sites that support and empower children and their families, improve access to services and social connection, and increase educational, vocational, health, and parenting skills.
2. Identify evidence-based and/or promising practices that resource centers can implement to meet community identified priorities.
3. Engage parents in family resource centers in policy advocacy and local democracy.

Goal	Activity	Proposed	Outcomes
1	Facilitate and lead the Family Resource Center roundtable for the purposes of shared learning, promoting evidence-based programing, and evaluation between existing and emerging resource centers across the county.	Representatives from 6 emerging or existing family resource centers will participate in the Family Resource Center Roundtable.	Representatives from 4 emerging/existing sites participating. Also representation from BC Community Navigators, community members, and strategic nonprofits – a large group has now developed around the roundtable.
1, 2	Identify under-utilized resources that could benefit Family Resource Centers and their communities.	None specified	Planning, development, and organization towards a grocery store shuttle model that can use church vans. Launch expected in 2014.
1	Use community input from the Success Equation Summit and interview process along with ongoing input from low-income parents, stakeholders, organizations, and issue experts to prioritize efforts and better understand the impact of existing programs and services.	Action steps identified through conversations with key stakeholders on topic of models for child care cooperatives and outreach that improves parent education in support of healthy early childhood development.	Two roundtable participants convening community meetings in Hillcrest and Deaverview with mothers interested in creating cooperative care models. The FRC is interested in creating a resource book for other interested parents based on the research/conversations being conducted.
2	Research and education on evidence-based and/or promising practices.	Family Resource Center Roundtable participants implementing or planning at least one evidence-based program in their center and sharing its evaluation with the group.	Not completed

		More neighborhood-based services and resources provided through local resource centers.	
1, 2	Linking resource centers to valuable community resources like volunteers, vehicles, funding, other organizations.	Application to a common funding opportunity for members of the Family Resource Center Roundtable.	Talked with staff at the Babcock Foundation about funding, but we don't meet their criteria. Also, submitted LOI to Kellogg Foundation, but rejected.
3	Advocacy training/action, voter registration, and voter turnout efforts at participating resource centers.	<p>20 participants from our partner family resource centers trained in advocacy and taking advocacy action to support our policy agenda.</p> <p>Active involvement of centers and their community in Success Equation policy advocacy and civic engagement – including a measurable increase in voter participation during the 2013 Asheville City election.</p>	Not completed this year.

Success Equation 2013 Action Plan Final Report Leadership Team

Activity	Proposed	Outcomes
Finalizing the 2013 action plan and monitoring its progress and then developing a 2014 action plan.	n/a	Completed 2013 plan and approved in January 2013. 2014 plan ready for approval in December 2013.
Finalizing a partnership agreement process that includes specific ways that organizations can participate with the Success Equation and recruiting organizations to complete the agreement.	12 organizations recruited	8 partnership agreements signed and returned: YWCA, Girl Scouts, All Souls, Innovation Partners, Just Economics, Junior League, Women's Well-Being and Development Fund, Searchlight Consulting
Documenting the history and successes of the Success Equation to date. Jennie Eblen has agreed to help assist with this project.	List of accomplishments, research, and readings.	In process, should be completed in early 2014.
Helping staff and volunteers develop and implement a Success Equation Showcase in March to raise the profile of the Success Equation's vision, focus areas, and work.	Hold a mini Child Watch Tour, Faith Summit, and celebration in March 2013.	The Showcase did not happen, but the Success Equation did conduct a mini Child Watch Tour with Smart Start's Champion's for Children in March. A Faith Summit in partnership with Trinity and All Souls Episcopal Churches was organized in September with almost 100 attendees.
Big picture discussions related to the Success Equation's positioning as a leader and resource around child poverty and effective strategies to address it.	As needed	Review of national organizations and research around defining "low-income" and how to communicate difference b/w poverty, poor, and low-income. Decision to refer to low-income up to 200% of FPL in our materials and messaging but work to be accurate when citing any research that we align/disclose the researcher's definitions for low-income. Provided input and direction for a new Success Equation logo, as well as redirecting the messaging around the mission and vision statements.
Provided oversight and guidance for all of the Success Equation teams	As needed	

Success Equation 2013 Action Plan Final Report Policy Team

Goals:

1. Develop and move forward a policy agenda focused on local and state policies and investments that build pathways for families moving out of poverty and reduce risks for families facing “benefit cliffs.”
 - a. Our main focus will be on advocacy for early childhood education and care, public transportation, and affordable housing.
 - b. For other Success Equation identified issues such as living wages, food security/hunger/nutrition, and health care, we will coordinate advocacy efforts with groups such as Just Economics, MANNA FoodBank, Asheville/Buncombe Food Policy Council, and health partners.
2. Work with local benefit providers, government, schools, and policy makers to elevate cross-sector conversation, awareness, and problem solving related to policies and resources impacting low-income children and families.
3. Engage organizations, individuals, businesses, and faith communities, to advocate for the Success Equation’s policy agenda.

Goal	Activity	Proposed	Outcomes
1	Use the CF/CIS advocacy process to create a ‘2013 Success Equation Policy Agenda’ informed by past and ongoing input of stakeholders (including low-income parents) and issue experts.	2013 Success Equation Policy Agenda	Completed with state and local advocacy issues
3	Develop timely Calls to Action concerning our Policy Agenda.	10 community action alerts	21 Alerts sent to over 900 email subscribers.
3	Increase distribution of Calls to Action and mobilize our base for advocacy action via email, social media, and targeted direct contact such as phone banking or mailings.	130 email subscribers taking an advocacy action to support our policy agenda	348 subscribers tracked as taking a verified action such as emailing a policy maker or signing an ePetition
2, 3	Use community input from the Success Equation Summit and interview process along with ongoing input from low-income parents, stakeholders, organizations, and issue experts to prioritize policy issues, understand the impact of existing policy, and assess opportunities/threats	None specific	Created the WNC Vote Tracker in partnership with WNC Alliance, Women For Women, Just Economics, and Pisgah Legal Services to track WNC legislators’ votes on bills related to education, health/safety, environment, economic security, gov’t/democracy, and women’s issues Cosponsored the August 2013 NC Justice Center Town Hall at

	in the current political climate.		Diana Wortham with about 300 people in attendance to recap the last legislative session.
2	Convene community meetings and events that move our issues and policy agenda forward (e.g. Transit Talks, listening sessions with government, schools, and policy makers , Child Watch Tour)	None specified	Hosted 2 Transit Talks, the 2013 Child Watch Tour on affordable housing, a mini-tour on housing for ACS staff, and a follow-up conversation to the tour on affordable housing
2	Participate in relevant existing coalitions or meetings on our core issues.	Representation on Food Policy Council, Just Economics Policy Advocacy Committee, and Together NC	Participated in those listed as well as: WNC Early Childhood Coalition; Public Health Advisory Council; BC Economic Services Committee; WNC Medicaid Expansion Coalition
3	Train local congregations, non-profit organizations, and/or family resource center participants about policy advocacy.	4 Advocacy Trainings	<p>Provided advocacy training/workshops and issue presentations reaching over 150 people:</p> <ul style="list-style-type: none"> • WNC Nonprofit Pathways/Duke University Fundamentals class • Faith-based advocacy workshop at All Souls Episcopal • Parent workshops at CF/CIS Learning Centers • Warren Wilson College Service Learning Program • WNC Nonprofit Pathways Spring Compliance Training • Partnered with Community Transformation Grant to bring Public Works framing workshop to Asheville
3	Develop and implement strategies to increase low-income voter participation in Asheville City Council elections.	<p>20 participants from our partner family resource centers trained in advocacy and taking advocacy action to support our policy agenda.</p> <p>Direct or indirect GOTV messaging to 1,000 targeted voters in low-income communities for City Election</p>	<p>25,000 Voter Guides inserted in 10/16 Mountain Express. 465 Buncombe County voters called – 67 contacted, 133 left messages.</p> <p>Partnerships with resource centers were not developed.</p>

3	Build relationships with local policy makers through face-to-face, phone, and email communications.	12 face to face meetings with local elected leaders concerning our policy agenda	Face to face meetings around issues from our policy agenda were held with: Reps. Fisher, Ramsey, Moffitt, McGrady; County Commissioners Gantt, King, Jones, Frost, Belcher, and Newman; and City Council Members Smith and Hunt. Attended City Council and BCS School Board meetings to speak on policy issues.
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