

Outreach Roadmap for 2021

SONC- OUTREACH COMMITTEE 2021

COMMUNICATIONS

REVIEW MONTHLY METRICS

Create Press kit of SONC include intro, virtual welcome powerpoint & business cards

INCREASE DIGITAL PRESENCE & TEACH COMMITTEE CHAIRS THE WAY

COMMUNITY SERVICE PROJECTS

ENCOURAGE COMMUNITY PARTICIPATION

CREATE OPPORTUNITIES FOR THE COMMUNITY TO HELP EACH OTHER SAFELY

SCHEDULE AND COORDINATE WITH NON-PROFITS IN S.O.

EXPAND VIRTUAL WEBINAR SERIES

CREATE VIRTUAL PROGRAMS FOR 2021

SCHEDULE HOUSING RIGHTS WORKSHOP

CONSIDER OTHER RESOURCE WEBINARS

DEVELOP BUSINESS PARTNERSHIPS

REACH OUT WITH PRESS KIT

ENCOURAGE DEVELOPMENT OF AWARENESS OF SONC

CROSS-PROMOTE

Goals

SONC- OUTREACH COMMITTEE 2021

- **Build a community for everyone**
- **Increase outreach's effectiveness**
- **Raise awareness of the Neighborhood Council system and the Sherman Oaks Neighborhood Council**
- **Make a larger impact on the Sherman Oaks community**
- **Develop opportunities for stakeholders to get involved and stay active in the community**
- **Develop S.O. Business partnerships**
- **Cultivate partnership with CD4 and in efforts to serve the Sherman Oaks community**

What's in place already?

SONC- OUTREACH COMMITTEE 2021

Communications:

Social Media Manager - Sarah Manuel

Website - Gil Imber

Web Development - Harold Shapiro

Newsletter - Sarah Manuel & Harold Shapiro

Working Groups & Project Leads:

Identify the who, what, when, how

Prepare & report back to committee.

Committee Members & Alternates:

You are an integral part of the puzzle

You are encouraged to volunteer in working groups or as Project Leads to bring projects to life.

Communicate:

Submit to the Newsletter, Social Media

Postings, Share SONC information on your individual platform, encourage your neighbors to get connected with SONC.

How is Outreach going to do it?

SONC- OUTREACH COMMITTEE 2021

If you have an idea for an agenda item. Submit to the chair no less than 5 days prior to the regular scheduled meeting.

Want to connect local Sherman Oaks business partners and non-profits with Outreach? Have a special guest in mind to do a presentation? Coordinate and connect via email Sarah.Manuel.SONC@gmail.com

If you want something done, step up and take responsibility. Work together and make it happen! When a call to action takes place for Project Lead & working group assignments, be sure to raise your virtual hand and get ready to do the work.

This roadmap serves and supports the goals of Outreach that were detailed during the Outreach Regular Meeting on November 17th, 2020.