



Community Engagement and Advocacy
Friday, April 15, 2011
Foundation for the Carolinas
217 South Tryon Street
8:00 a.m. – 9:00 a.m.

Committee Members: Rabbi Judy Schindler, Facilitator
Wade Cantrell
Herb Gray
Michael Marsicano
Charles Woodyard, Ex-Officio Member

Staff Resources: Deborah Clark (CHA)
Pamela Wideman (City)
Mary Gaertner (City)

Guests: Judy Seldin-Cohen (Temple Beth El)

AGENDA

- I. Communication Tool Box
 - a. Target Groups
 - i. Providers
 - ii. Faith Based
 - iii. Philanthropic
 - iv. Community at Large
 - b. Desired outcome from each target group
 - i. Change in attitudes
 - ii. Philanthropic resources
 - iii. Volunteer mobilization
 - c. Suggested “tools” to reach target groups

Attachments:
CMCH Draft Strategic Plan
Action Plan Worksheet

Charlotte-Mecklenburg Coalition 2011-12 Strategic Plan

A bold, compelling & realistic strategy to end & prevent homelessness

System Goals	Our Community is visibly committed to safe affordable housing for all	Homeless families and individuals will be housed quickly	Outreach will link chronically homeless individuals and families to housing and services	Services will stabilize housing and prevent returns to homelessness	Families and individuals most at-risk of becoming homeless will remain stably housed	Leadership will build and sustain community capacity to successfully end and prevent homelessness
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System Outcomes	Reduce number of people who become or return to homelessness	Increase the supply of affordable housing	Increase employment and income	Reduce the number of unengaged homeless	Reduce length of homelessness
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Key actions for your work plan	Community Engagement & Advocacy Committee	Development & Service Integration Committee	Development & Service Integration Committee	Research & Evaluation Committee	Research & Evaluation Committee
	Develop Communications Tool Box Determine Target Groups Desired Outcomes Outreach "tool"	Integrate Development, Supportive Housing and Continuum Care	Create process to utilize Rapid Acquisition and Supportive Service funding to develop supportive housing	Build and maintain an evaluation infrastructure to utilize data	Develop a system logic model

Indicators of Success	Changes in attitudes Commitment of resources towards an endowment Volunteer mobilization	Memorandum of Understanding (MOU) City/County/CHA to leverage resources for supportive services	Select developer and commit funding for project	(1) Program and system performance standards are identified (2) CMCH assumes institutionalized responsibility for data management	(1) A framework for performance contracting is established (2) Best practices are identified and integrated into the Coalition's work
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Charlotte-Mecklenburg Coalition for Housing Action Plan Worksheet

ACCOUNTABILITY
Committee/Staff

System Goal		System Outcome			
Action					
WORK PLAN	Item			Date	
METRIC ASSESSMENT	Metric		Dashboard		
			green	yellow	red