



First 5 San Mateo County

Strategic Communications Plan

POP Committee Meeting
June 6, 2016

Today's Presentation

- Introductions
- Goals & Audiences
- Communications Plan Overview
- Implementation Plan
- Questions & Discussion

Communications & Systems Change



Promotes positive outcomes for young children and their families through *strategic investments*, *community leadership* and *effective partnerships*.



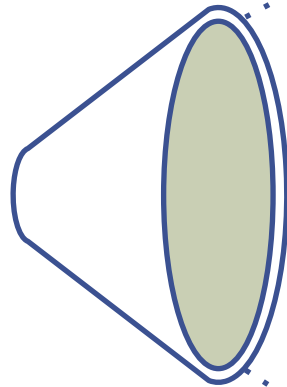
Social-Ecological Model



Target Audiences



Staff &
Commission



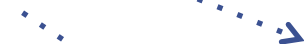
Funded Partners

Community
Partners

Policymakers
(government and private)

Employers

Media

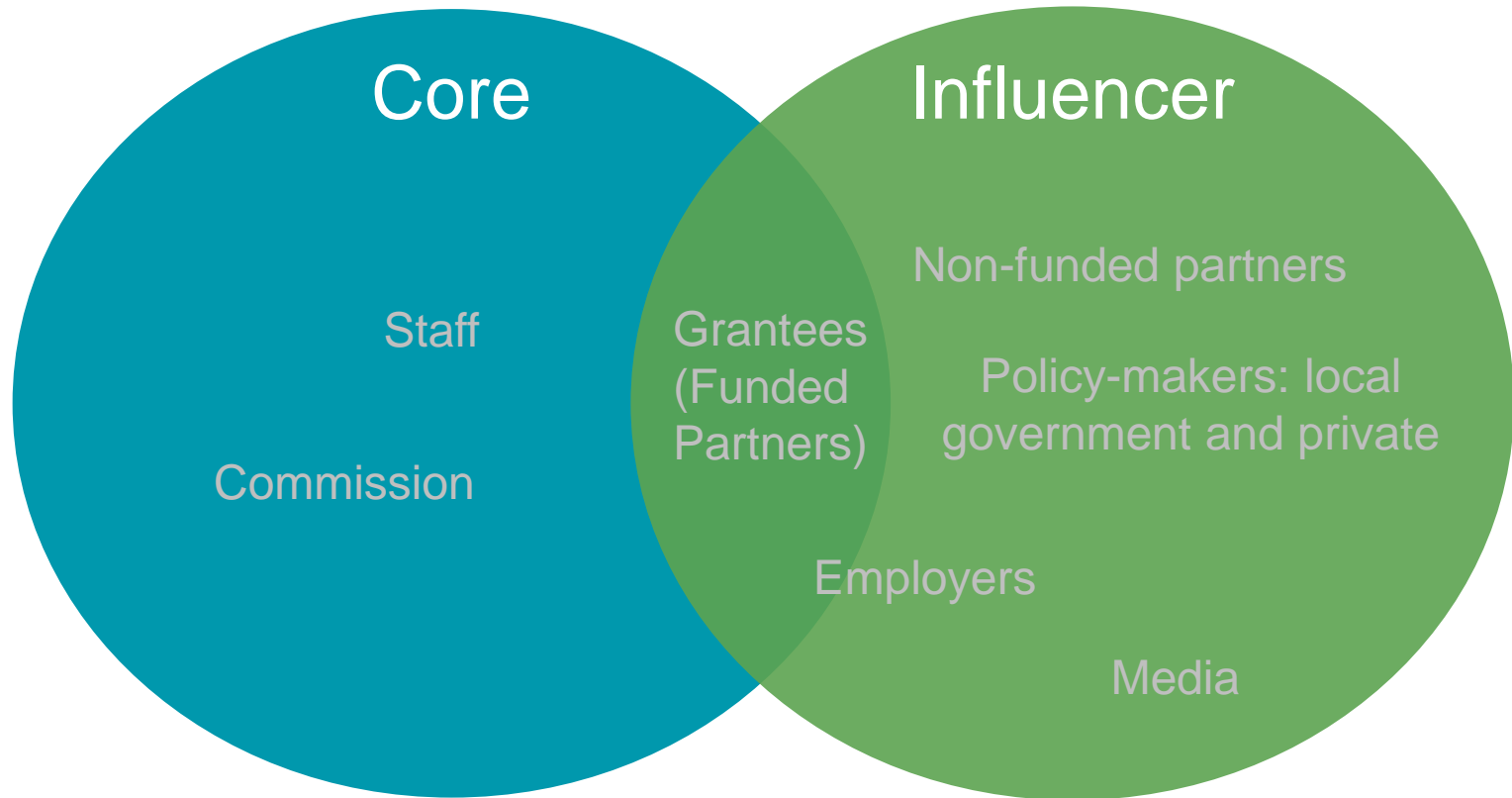


Parents &
Families

Caregivers

Voters

Primary Target Audiences



Goals & Target Audiences

- 1. Communicate the impact of F5SMC's strategic investments.**
 - Audiences: Influencers (Funded Partners, Community Partners, Policymakers, Employers, Media), Parents and Caregivers
- 2. Position First 5 San Mateo County as a thought leader.**
 - Audiences: Influencers (Funded Partners, Community Partners, Policymakers, Employers, Media)
- 3. Leverage partnership as a key communications channel.**
 - Audiences: Influencers (Funded Partners, Employers)

Communications Framework



Implementation Plan

- Implementation primarily by RSE team in the next two fiscal years, with input and approval by F5SMC staff.
- Timeline priorities:
 - Communications infrastructure (website, social media)
 - Internal communication and training
 - Leadership positioning
 - Funded Partner collaboration
- Estimated budget for FY 2016-2017



Thank you!

Questions?
Let's discuss...