

**AGENDA**

**9:30 Welcome/ Meeting Objectives**

**9:45 Skill Building Session: Strategic Communications**

Discovery communities will receive a practical tool kit on how to use communications strategies to support their action plans. A Communication Checklist will help communities to identify what they need to work on next. The follow-up worksheets will then help communities to talk about and “brand” their work, to raise visibility and credibility, and to think strategically about how to use communications to change personal behavior, practices and policies. Nancy Leonard, Public Affairs Officer for the Memorial Fund will provide an overview of the toolkit, the easy to use worksheets and other resources.

**11:15 Initiative Management**

**A. Evaluation**

Communities will have an opportunity to learn about the intensive site study criteria and review the self-evaluation capacity building topics for the July cohort meeting. Communities should bring their completed evaluation data survey to the meeting if they have not already submitted it to the initiative evaluation team.

**B. Calendar Review**

Communities will have an opportunity to provide feedback on the 2005 capacity building calendar – what’s working so far; challenges/barriers and suggested modifications. As part of this discussion, we will brainstorm possible next steps on economic & racial equity.

**C. 2005 Action Plan Comments and Observations**

Maria Mojica will review the timeline and process.

**11:45 Working Lunch & Networking**

Communities will have an opportunity to share their communication successes, challenges and lessons learned in small table conversations over lunch

**1:00 Adjourn**