

**Membership and Sustainability Committee Overall Goal, Strategies and Activities**

Committee Members: Bibba Dobyns-UNCG; Joi Douglas-Young Adult Advocate; Cynthia Walker-North Carolina Families United; Dawn Manus-Alliance Behavioral Healthcare; Sonja Frison-UNCG; Susan Robinson-DHHS

| ***Overall Goal: Expand and diversify current membership and leadership within the NC Collaborative for Children, Youth and Families by 20 members*** | | | |
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| ***Membership and Sustainability Strategies*** | ***Activities*** | ***Persons Responsible*** | ***Targeted Completion Date*** |
| **Targeted outreach to diversify membership-both in expanding diversity and recruiting key members missing from the collaborative** | 1. Review the Collective Impact Readiness Assessment and then bring results to Collaborative 2. Identify if recruiting members for business and/or educational aspects of meetings 3. Identify liaisons from local collaboratives to ensure recruitment across the state from local collaborative leadership | Membership and Sustainability Committee  Executive Committee  Administrative support from collaborative | 5/8/2015  TBD by Executive Committee  5/22/2015 |
| **Identify known connections and reach out to new ones-Poll current members to identify who has needed connections and can reach out to recruit those identified for membership** | 1. Tier 1 Invitees *(Previous participants in meetings)*    1. Review the previous strategic planning committee notes and previous collaborative meeting notes to determine if those in attendance are going to continue to participate in the collaborative 2. Tier 2 Invitees (*Infrastructure in Place to Support Involvement now but not at table*) List Established with associated names of individuals    * 1. DPS-Juvenile Justice      2. Guardian Ad Litem of Administration of the Courts      3. Public Health      4. Universities      5. Insurance Companies      6. SAS/Lenovo or Technology partners      7. Family Support Network liaisons      8. Child Welfare      9. Determine additional suggestions from Collaborative members through survey at state collaborative meeting 3. Tier 3 (*Need Technological Infrastructure to Support Involvement*) Invitees List Established with associated names of individuals-need virtual attendance capacity for most to participate    * 1. Providers (from all over the entire state)      2. Parents (from all over the entire state)      3. Family Partners (from all over the entire state)      4. Youth/Young Adults (from all over the entire state) | Membership and Sustainability Committee working with Executive committee  Collaborative members | 5/22/2015  4/24/2015 |
| **Develop and Identify priority of committee implementation (Reach out to members identified as interested in serving on Collaborative committees and implement committees with current membership-identify areas needed for committee inclusion and recruit additional key members)** | 1. Work with Marketing on an elevator speech specifically for recruitment and modify end of speech to ask to participate in Collaborative | Marketing and Membership and Sustainability Committees | 5/22/2015 |
| 1. Collaborative members reach out to individuals on Who’s Missing list and contact them either by face to face or phone | Collaborative members | 6/12/2015 |
| 1. Collaborative to provide a Cover letter and recruitment flyer to individuals after phone or face-to-face initial contact    * 1. Development of Cover Letter outlining the role of the collaborative, the need for collaborative members and the role of new members on the collaborative      2. Development of a Recruitment flyer that includes the following elements         1. Mission of the NC State Collaborative         2. Goals of the NC State Collaborative         3. Major issues the NC State Collaborative is addressing         4. Examples of Major Programs and Activities (such as MH Awareness Day)         5. Funding sources         6. Benefits of being on the NC State Collaborative      3. Send information by email from Administrative Support (for tracking purposes) after Collaborative members note they have called or met with potential members | Membership and Sustainability Committee | 5/22/2015 |
| 1. Review of Committee members and solicit from each committee lead needs for additional team members | Membership and Sustainability Committee and Administrative Support | 6/24/2015 |
| **Develop Orientation Training for New Members** | 1. Identify domains for training of new members 2. Develop training materials and training protocol (possibly online protocol) | Membership and Sustainability Committee | 6/12/2015 |