Kenneth Young Center
ROSC-ISN FY24 Communication Plan
ROSC Council: Communities for Positive Youth Development (CPYD) Coalition
Project Manager: Daryl Pass (darylp@kennethyoung.org / (224) 229-7456)

Deliverable 1: Create and carry out a communication plan, covering the grant period, to be submitted within 60 days of award. The communication plan shall include a website and other methods for communicating the following, at a minimum: 1) the ROSC Council's strategic plan, including outreach and communication plans, and progress toward that plan; 2) notes from monthly meetings; and 3) the result of community mapping, including links to peer recovery support services. The communication plan may also include ongoing employment opportunities for people in recovery, opportunities for advocacy for individuals in recovery and upcoming events, including ROSC Council meetings.

Communication Goals

Goal 1: Communicate the goals of the ROSC project to 5,000 people using mass media and community-wide events by April 30, 2024.

Goal 2: Educate 500 community members about the goals and objectives of the ROSC via 30 minutes or longer presentations by May 31, 2024.

Goal 3: Engage three individuals per sector in the Council's efforts by April 30, 2024.

Goal 4: Share project resources with 5,000 community members using mass media and community-wide events by May 31, 2024.

Goal 5: Provide six community education event opportunities that are 60 minutes+ by June 30, 2024.

Goal 6: Share the strategic plan with the community at three community events by June 15, 2024.

Media Outlet/Product	Corresponding Goal	Distribution Plan	July	August	September	October	November	December	January	February	March	April	May	June
Brochures	1						x		x		x		x	
Flyers	1						x	x	x	x	x	x	x	x
Newsletters	2					x		x		x		x		x
Presentations	2						x	x			x	x	x	
Trainings for Council/Community Members	2			x	x							x	x	
Social Media: Twitter	1		x	x	x	x	x	x	x	x	x	x	x	x
Social Media: Facebook	1		x	x	x	x	x	x	x	x	x	x	x	x
Social Media: LinkedIn	1		x	x	x	x	x	x	x	x	x	x	x	x
Social Media: Instagram	1						x	x	x	x	x	x	x	x
ROSC Resource Guide	1											x	x	x
Email Updates (Council/Partners)	3						x	x	x	x	x	x	x	x
Notes from Monthly Meetings	3						x		x		x		x	
ROSC Council and KYC Website	1 - 6		x	x	x	x	x	x	x	x	x	x	x	x
Newspaper/Partner Articles	1, 2							x	x	x		x	x	x
Project Strategic Plan (incl. Outreach and Communication Plans)	3, 6												x	x
Progress Reports to GSU/IDHS-SUPR	1 - 6		x	x	x	x	x	x	x	x	x	x	x	x