



Mapping Our Journey:
Community Advisory Circles
& Communication Planning
FY 2021 Strategic Planning



Tribal Youth Resource Center
www.TribalYouth.org

▶ BEFORE WE BEGIN:

This project was supported by Grant 15PJDP-21-GK-04048-MUMU awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect those of the Department of Justice.

MAPPING THE JOURNEY

A Strategic Planning Resource Guide



CULTIVATING CHANGE

FY 2022 OJJDP Tribal Grantee Grant Implementation Overview

YEAR 1

- Ensure All Grant Special Conditions are met, and that Budget Clearance is Secured
- Hire Staff and Develop Onboarding and Training Plan
- Establish Advisory Circle/Committee/Working Group
- Assess Data and Identify Local Needs via Resource Mapping
- Obtain Community & Partner Support (Develop MOU/MOA)
- Develop Project Strategic Plan and Submit to Tribal Leadership for Approval and then to OJJDP
- Plan and convene focus groups and/or Talking Circles for input from Youth
- Plan and convene focus groups and/or Talking Circles for input from Elders
- Launch Sustainability Planning
- Submit Semi-Annual Narrative and Performance Measure Reports to OJJDP on January 30th and July 30th
- Submit Quarterly Financial Reports to OJJDP
- Acknowledge and Celebrate Program Accomplishments!



YEAR 2

- Meet Quarterly with OJJDP Grants Management Specialists to Discuss Accomplishments and Challenges of Grant Implementation
- Launch Implementation of Strategic Plan
- Convene Meetings with Advisory Circle/Committee/Working Group
- Continue to Make Data-Informed Changes to Goals and Objectives as Needed
- Review Sustainability Plan and Update as Needed
- Submit Semi-Annual Narrative and Performance Measure Reports to OJJDP on January 30th and July 30th
- Submit Quarterly Financial Reports to OJJDP
- Acknowledge and Celebrate Accomplishments!



YEAR 3

- Meet Quarterly with OJJDP Grants Management Specialist to Discuss Accomplishments and Challenges of Grant Implementation
- Work with TA Specialist to Identify Evaluation Data Gaps & Develop Plan to Collect Needed Data
- Continue to Make Data-Informed Changes to Goals and Objectives as Needed
- Enhance Project Sustainability Plan
- Submit Semi-Annual Narrative and Performance Measure Reports to OJJDP on January 30th and July 30th
- Submit Quarterly Financial Reports to OJJDP
- Acknowledge and Celebrate Program Accomplishments!

YEAR 4

- Meet Quarterly with OJJDP Grants Management Specialist to Discuss Accomplishments and Challenges of Grant Implementation
- Continue to Make Data-Informed Changes to Goals and Objectives as Needed
- Convene youth focus group to discuss strengths and challenges experienced in the program
- Convene parent/caregiver focus group to discuss strengths and challenges observed in the program
- Update "Mapping the Journey" Resource Tool
- Enhance Sustainability Plan & Assess Progress, Discuss with Tribal & Community Leadership to Identify New Sustainability Strategies
- Submit Semi-Annual Narrative and Performance Measure Reports to OJJDP on January 30th and July 30th
- Submit Quarterly Financial Reports to OJJDP
- Acknowledge and Celebrate Program Accomplishments!

YEAR 5

- Meet Quarterly with OJJDP Grants Management Specialist to Discuss Accomplishments and Challenges of Grant Implementation
- Continue to Make Data-Informed Changes to Goals and Objectives as Needed
- Convene youth focus group to discuss how to enhance the program
- Convene parent/caregiver focus group to discuss how to enhance the program
- Update "Mapping the Journey" Resource Tool
- Enhance Sustainability Plan & Assess Progress, Discuss with Tribal & Community Leadership to Identify New Sustainability Strategies

- Submit Semi-Annual Narrative and Performance Measure Reports to OJJDP on January 30th and July 30th
- Submit Quarterly Financial Reports to OJJDP
- Submit Closeout Report to OJJDP 90 Days Following End Date of Grant
- Acknowledge and Celebrate Program Accomplishments!



FORMING YOUR TRIBAL YOUTH COMMUNITY ADVISORY CIRCLE/COMMITTEE



How many members should be on the Community Advisory Circle/Committee/Task Force?

A recommended and manageable size for the Community Advisory Circle/Committee is somewhere between 5-11 individuals.

What are the primary roles and responsibilities of the Community Advisory Circle/Committee members?

- Model and commit to being an impartial and objective group in support of the TYP program coordinator and the Indigenous youth and their families that will be served by the program.
- Willing to contribute to the development of the overarching framework/program design from planning to sustainability.
- Willing to work together to develop necessary infrastructural supports for the planning and operational components of the program.
- Knowledgeable about the TYP's place in the community, trends in the community affecting the field of services, and a focused commitment to the long-range issues that impact Indigenous youth and their families.
- Commitment to contribute to developing asset-based solutions.
- Willing to build relationships and work together as a Community Advisory Circle/Committee/Task force to accomplish the goals and objectives of the TYP program.
- Attend monthly Community Advisory Circle/Committee/Taskforce meetings.

FORMING YOUR TRIBAL YOUTH COMMUNITY ADVISORY CIRCLE/COMMITTEE

Possible Challenges Involved with Forming a Advisory Circle/Committee

1. Having no previous working relationships with potential members can be difficult for recruiting efforts.

Possible solution: Request a meeting to discuss the program, your vision for the program, how their expertise will assist in meeting that vision, and how ultimately everyone's goal is to nurture and care for tribal youth.

2. Potential members can be very busy people and may hesitate to be a part of another community group.

Possible solution: Meet with potential Advisory Circle members and share about how their service to the Tribal Youth Program can:

- Provide a unique opportunity to contribute to the development of a program designed to uplift tribal youth
- Contribute to the program's success
- Strengthen interdepartmental relationships
- Increase the positive impact on youth and their families



▶ THE “WHY” OF COMMUNICATION PLANNING

A communication plan will raise awareness about your program’s vision, purpose, and scope of services to all members of your community and stakeholders. A clear and concise communication plan can also influence the efficiency and simplicity of your communication methods and provide a foundation for systematic information sharing and two-way communication. Other benefits of a communication plan:

- Conveys the true nature of the focus of your Tribal Youth Program.
- Fosters strategies to engage youth and family voice.
- Promotes shared leadership.
- Guides an entire program and or prevention/intervention services.
- Sets the tone and direction of all communication activities, products and materials to work in harmony to achieve the desired change.



SHAPING YOUR COMMUNICATION PLAN

A Communication Plan can take many forms, including:

- Word of mouth
- News stories in both print and broadcast media
- Outreach and presentations to other tribal service providers, community groups, and organizations
- Community events
- Social Media
- Posters, flyers, brochures, infographics

To communicate effectively, it helps to develop the outcomes you would like to achieve from your communication plan and include your staff and Community Advisory Circle in developing your communication plan.



IDENTIFYING COMMUNICATION PLAN PURPOSE

IDENTIFY THE PURPOSE:

The priority strategies in your communication plan depend on what you're trying to accomplish each program year:

- Sharing the vision and scope of program services with the community and partners
- Educating the community about the issues impacting youth or services your program provides
- Recruiting program participants and stakeholders
- Recruiting volunteers to support program events/activities
- Lifting up youth voice and empowering youth
- Building relationships with potential funders





SHARING

There is no greater power than a community discovering and embracing what it cares about. Ask "What's possible?" not "What's wrong?" Keep asking. Notice what you care about. Assume that many others share your dreams. Be brave enough to start a conversation that matters.

Margaret Wheatley

