

Outreach and Recruitment Oct 20, 2011 minutes

Attendance: Jenny Huston, David Ralston, Elena Geels, Komal Ahmad, Kari Hammerschlag, Karen White, Aaron Lehmer, Sabrina Wu, Sara Weihmann, Marissa Shulruff

Introductions: Who are you and what would you like to see for Outreach and Recruitment this year?

Projects/Goals:

1. Reaching out to researchers
2. A reporting process for meetings with decision makers for whole council
3. Collaboration between work groups AND with community groups
  - a. Need to create clear objectives w/in outreach before reaching out
4. Network with community members for more funding
5. Network with city council members
6. Look for hidden needs within the community
  - a. Need to retrieve and organize data about these peoples/places/events → who will do this? Students? Interns? Local community members? How will it be organized?
7. Tap into dietetic community through our own communities
8. Alleviate conception of OFPC and really tap into OAKLAND
9. Use power-mapping for implementing EPP
  - a. Change City policy and change practice
10. Community forum
11. Accountability to council members
12. Elevator Pitch

Discussion:

-Last year, we worked on the Communications Plan and figuring out council member v. staff tasks

Q: What does recruitment mean?

A: It means everything: recruiting researchers and interns to help with projects, recruiting community members to come to meetings and provide feedback, recruiting people to apply for OFPC membership each year

Q: How do we create relationships with/ outreach to City?

A: Elevator speech trainings and workshops for OFPC members to practice pitching.--> put on list!

Q: How do we remain accountable to the public?

A: Hold open meetings

**What are the most important goals from list?**

1. Elevator Pitch
  - a. First steps: rough draft from Allison and Jennifer who have already been working on it
  - b. Second step: Aaron will take the 1<sup>st</sup> draft/talking points and make recommendations to send out to the whole group before next meeting
2. Researchers
  - a. 1<sup>st</sup> steps: Reach out to interns/volunteers
    - i. Who else? Council
  - b. Komal will email people who signed UC list from Jenny and Teleri's tabling in Sept
  - c. Second steps: Cultivate new leadership for council: reach out to orgs/neighborhoods, etc that are not represented on the council
3. Create a 'home' for volunteer tasks
  - a. 1<sup>st</sup> steps: Talk to other Work Groups to hear what they need
  - b. Sara will do this
4. Internal Reporting Process for meetings with decision-makers
  - a. Create private website? Google docs or dropbox
  - b. Have 5-10 minutes at the beginning of each meeting for OFPC members only (so can talk about what happened in meetings with City reps without worrying)
  - c. Who: staff will decide how this is done
5. Propose closed meetings for certain topics as needed
  - a. Standing agenda for full-council
  - b. Necessary? It was today w/ hiring process...

Check-in/To-do via email googlegroups:

-elevator pitch

-research and volunteer outreach process

-document where volunteers/researchers can download tasks

-assess needs of other groups

-Sara will send power map and communications plan

Minutes submitted by Marissa Shulruff