

**Partnership for a Healthy Durham  
Communications Committee**

**November 3, 2020 @ 9:00am – Zoom/Virtual**

**MINUTES**

**Facilitator: Heather Mountz**

**Communications:** The purpose of the committee is to improve the Partnership’s external communications, internal communications and branding.

**Meeting Outcomes:**

- Checking in on Committee Members
- Review suggested edits to membership directory

<b>Present:</b> Heather Mountz, Benay Hicks, Kyle Smith, Armenous Dobson, Debra Duncan, Eve Marion, Marissa Mortiboy		
<b>Project/Topic/Goal</b>	<b>Major Discussion Points</b>	<b>Recommendations &amp; Action Steps</b>
<b>Introductions &amp; Icebreaker</b>	Do you have a voting plan? How was your experience? How are you taking care of yourself tonight?	
<b>Review &amp; Approve October Meeting Minutes</b>	There were no changes to the October minutes.	
<b>Check-ins</b> <i>Depending on the Presidential Election outcome, do you or your organization have a resilience plan?</i>	<p>Heather Mountz shared that Duke has been making efforts to help students prepare for the aftermath of the 2020 election.</p> <p>Eve Marion shared that Duke Center for Clinical Translations Science Institute (CTSI) plans to hire two Spanish speaking positions for to better respond to community needs and continue to build partnerships.</p> <p>Insight Human Services has not come up with a plan and there likely won't be one.</p> <p>The Duke School of Nursing has been sending information to students to prepare for them for the week.</p>	
<b>Status update</b> <i>1. Partnership Membership Directory Proposal – changes</i>	<p>Tara Ilsley, Eve and Heather met after the October meeting to refine the Partnership member directory idea based on committee input.</p> <p>The committee selected the membership directory as something to</p>	Marissa, Benay Hicks, Heather and Tara will meet to discuss the technical specifics of the directory.

<p><i>based on committee feedback</i></p>	<p>complete from its action plan by the end of 2020. The directory is in response to the committee needs assessment and to foster networking and collaboration between Partnership members.</p> <p>Approval is needed from the Partnership Steering committee to move forward. If approved, the Communications committee would send an email to all Partnership members in early February 2021 to complete a SurveyMonkey survey. Members would be asked to complete the survey by the end of March. Tara and Heather will ask committee co-chairs to push reminders to their committee members. Tara and Heather would like to work with Durham County IT to build a searchable directory.</p> <p>Members will be sent a reminder to update their information in January 2022. The survey will also be open for members to update anytime. The Communications committee will update the directory on an annual basis. There are about 300 active members who have participated in the Partnership in some way over the past year. There are over 700 on the Partnership email list. Marissa Mortiboy mentioned adding a backup of her and the committee co-chairs noting when they receive bounce back email addresses to remove members from the database.</p> <p>The survey will include first and last name, what best describes your participation in the Partnership, Durham resident or volunteer with community organization, primary and secondary organizations, email or phone number, committees served on, languages spoken and date survey was completed.</p> <p>Questions- Who will design the webpage for the survey? How long would it take to remove a name or title after someone has left an organization? Heather will ask co-chairs to remind members to update if they leave.</p> <p>Debra Duncan suggested adding a generic or secondary email for the organization in case someone leaves their job. The organizations will still get a reminder to have a representative for the Partnership.</p> <p>Armenous Dobson asked about the large number of people who could</p>	<p>Heather will put together a SurveyMonkey survey to test before the end of the year.</p> <p>The survey will live on the Partnership's SurveyMonkey account.</p>
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	<p>potentially be in the directory. Heather mentioned that the landing page would be sorted by committees.</p> <p>Marissa said that she could ask County IT services to build a database. We would need specifics on what we wanted it to look like. Benay offered to help as well. Will this directory be part of the Partnership website or will it be through a third party site and embedded on the Partnership website?</p>	
<b>Next Meeting: December 1, 2020 at 9:00 AM</b>		

**Partnership for a Healthy Durham Communications Committee  
2018-2021 Action Plan Goals and Objectives**

**GOAL 1: Internal Communication – or – Partnership members know about all committees’ activities (and know how to support them).**

- OBJECTIVE #1: Implement in-person cross-committee representation at committee meetings to ensure each Partnership member is updated on all committee activities
- OBJECTIVE #2: Serve as technical assistance for other Partnership committees by 1) sharing stories and events from committees with public via multiple outlets and 2) reviewing and providing feedback on materials created by other committees

**GOAL 2: External engagement/communication with the community – or – the community knows who the Partnership is and what we do**

- OBJECTIVE #1: Assess Partnership membership directory to determine sectors and demographics represented in order to identify gaps.