



Resilient Brunswick Strategic Planning

Outline to develop a strategic plan for Resilient Brunswick County. We will divide into 4 focus groups, each with its own goals, objectives, strategies, and timelines. Monthly meetings through the end of 2023 will include time for focus groups to meet in breakout groups. The strategic plan for now should focus on the next 12- 18 months to give us a blueprint to advance our efforts in Brunswick County.

Focus groups:

Resilient Brunswick Recruitment and Membership – calls to recruit key partners needed at the table, interviewing current members to determine what will keep them engaged/what areas of expertise can they contribute to the group, who do they know to recruit, where can we speak about the group to recruit, messaging and structure of recruitment and membership.

- What does it mean to come up with an interview?
- What does it mean to be a member?
- What does our recruitment process look like?
- What strategies do we need to employ to keep members engaged and feeling valued?
- What other things do we need to address or consider?

Goal is to work closely with Community Outreach and Education work group

MOAs doubled in next six months,

Potential logo/emblem for the Task Force?

Partner and prevention - emblem

Community Outreach and Education on Resiliency – venues, print materials, media interviews, print media, setting up and managing a website or social media account, distribution of literature, showing of Resiliency film, tabling events, etc. how can we leverage TV, print or social media as a recruitment tool.

- How to add data to one pager?
- Types of print material
- Types of education? Like a 6 month calendar; CRM training, Mental Health 1st Aid. Mrs Kendra for schools; Paper Tiger Movies
- What media outlets need to be contacted
- What is our elevator speech?
- How to start a social media account?
- How to manage PACE's website?
- Where do we put out literature?
- What other community events do we need to be present at? Calendar of other events
ADD Paper Tigers
- What other things do we need to address or consider?
- [What Happened To You](#) Book Study? (Funding can be passed on to implementation and sustainability)

- [Creating Resilient Communities Accelerator Course](#)

Mrs. Martin - Carousel Center to support trainings, needs to be CRM trained so she can help provide trainings through her current position

Elevator Speech

Use PACES and create social media, UNCW interns to facilitate, What Happened to You? book study, Librarian

How can we engage in faith/church community?

Who can we partner with to do a monthly film screening of Resilience?

Leland Arts, BCC, High school auditoriums

Ask MOA signer are you willing to host a screening?

Monthly Screening - choose consistent day of month but location can change

Group Structure and Leadership – structure and type of leadership needed to ensure Resilient Brunswick goals and objectives are achieved and all members remain engaged and committed to the mission and vision.

- Leadership team or single individual?
 - Team or 3-5 team, steering committees
- Paid or unpaid?
 - Paid, look into other options of funding sources
- Qualifications?
 - Trained in CRM, engaged in CRM, comfortable with facilitation, high school diploma, background back, co-facilitator
- Expectations?
- Job Description?
 - Review from other counties
- How do we need to function?
 - Monthly committee meetings
 - Bi-Monthly Large meeting: Use larger meetings as reporting out and event scheduling updates
 - Utilize PACES Connection database to create a centralized location for events, screenings, trainings, etc.
- Do we need to meet any legal requirements?
 - Establish liability insurance
 - Have photo release for families with children
- Do we need to establish and follow established meeting protocols?
 - Use Robert's Rules of Order
 - Minutes, attendance
- Meeting minutes and attendance logs?
 - Google Drive
 - Designated Admin

- 80% mandatory meeting yearly requirement
- Room reserved in Building N, In-person
- Do we need a voting procedure?
 - President/Director
 - Vice President/Assistant Director (goal quorum, steering committee simple majority)
 - Roberts Rule of Order
 - Treasurer, Financial team, president, group for approval
- Do other established Resiliency Task Forces have sample bylaws and procedures we can review and consider?
 - ask New Hanover for by laws
 - review of procedures minimum of 3 years
- What other things do we need to address or consider?
 - Expectations of leadership
 - attendance
 - conduct
 - reside in Brunswick County
 - Trained in CRM
 - Skilled to fill in for facilitator

Leadership Team: 3-5 people

Goal: Steering committee and lead for each work group to send to steering committee meetings

file:///Users/kellypurcell/Downloads/NHCRTF%20Director%20Job%20Description%20(1).pdf

Funding for Implementation and Sustainability- to ensure both the growth and sustainability of the work of Resilient Brunswick and ensure we have the resources, both financial and in-kind, we need to meet our goals and objectives.

- At what point do we need to seek funding sources?
- What funding is needed, when, how much?
- Who will be the fiscal agent for these funds?
- Who will write grant applications or solicit donations?
- What will that plan/process look like?
- Do we need some start-up funding for letterhead, mailings, printing, hosting Resiliency film events, etc.?
- Who can we potentially approach for this support and who should make that “ask”?
 - Current: We need to look more into how we can tap into:
 - [Lower Cape Fear Grant](#) Programmatic funds to support implementation of Medicaid pilot program addressing social drivers of health. (Jan. 22-24) (2 years)
 - Healthy Blue Initiative Funding (Through November 2022)

- Coastal Horizons Training Grant (Through March 2023)

Opportunity:

- https://www.nhrmc.org/seahec?attachment_id=884
- [Rural Funding Streams](#)
- What other things do we need to address or consider?
- Who is tracking the grant, receipts, documentation

July - Continue work groups

August - Monthly Meeting, groups report out

September - Work groups meeting

Each group will create the following for their assigned focus area:

Goals
Objectives
Strategies
Timelines
Roles/Responsibilities
Resources Needed (Financial, in-kind, manpower)

Group Work Process:

Each group will meet and consider the questions listed above and any others that they deem important.

Remember to address goals, objectives, strategies, timelines, roles/responsibilities and resources needed.

A group member will be selected to facilitate the discussion and keep it on task.

A group member will be selected to take notes and then present to the full task force at the end of the Strategic Planning session.

Each group should discuss identifying a potential facilitator for the group moving forward for future work group meetings.

Group work will adhere to the rules set by the task force at the start of the meeting and respect everyone's input and ideas. This is a brainstorming session and initial planning meeting. Further meetings will focus on solidifying plans and adjusting details of the plans developed today.