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| --- | --- | --- | --- | --- | --- |
|  | **First 30 days** | **Next 30 days** | **Final 40 days** | **By\_***\_date***\_\_, \_***name*\_\_ **will \_\_***what****\_* with resources.** | **How will we know we are successful?** |
| **Goal 1** | * Present info flyer to school boards and city councils
* Next round of promo blast
* Produce and submit article to news-bulletin describing Kids at Hope
* Email sales 30 points for child development
* Disperse info to the public
* Press release to news media and AIB-TV
* More contact made for big event
* Get notice out in news-bulletin
* Email benefits for positive encouragement of children
* Email invitations to Feb 13 event by 1/11
* Send KAH symposium flyer to PED for distribution to ASI training participants
* Bring 1-2 people to Kids at Hope event (goal 2)
 | * Newspaper article
* News bulletin coverage of the event
* Send info to district personnel for distribution (goal 2)
 | * Media blitz regarding event to newspaper, radio, social media
 | * By 1/11, Noelle will follow-up Clara by email
* By 1/31, Noelle will generate/send out press release to New Media (KRQE)
* By 1/11 Noelle will check registration
* By 1/11, Diana/Isleta will update list server with asset map (follow-up)
* By 2/28, Noelle will write op-ed
 | CoverageReadership 60kRatingsArticlesTrack registration |
| **Goal 2**  | * Plan for a team to attend master institute
* Schedule two other school/parent classes
 | * Organize funding for Masters Institute
* Follow-up on how many people attended Feb 13th event then schedule additional trainings
* Personal contact with schools superintendents. Gathering support (goal 3)
 | * Schedule next Valencia county training
* Follow-up with groups to adopt Kids at Hope (goal 3)
* Encourage other county partners to adopt. MRGEDA (goal 3)
 | * By 2/28, Noelle will explore funding opp. For Master’s class
* By 2/28, Jerry/Diana will explore Kellog and Con Alma
* By 2/28, Council will strategize who to send to Master’s
* By 1/11 Isleta will set up 2 mini trainings
* By 4/16, Isleta will conduct 2 mini trainings
 | $ to attend trainingAttendance (pre/post)Meeting with lenders |
| **Goal 3** | * Create NM network for KAH connections
 |  | * Organize meeting with all groups that work on community to co-operate together
* Book study “Youth Development”
 | * By 4/1, Linda and Noelle will set up a Plan Y book study group
* By 4/6, Jerry will meet with AHC to present KAH
* By 4/6, Isleta will meet with the NM school districts
* By 4/16, Diana and Noelle will create CWC KAH list serve
 | List of attendees/calendar oppsMeeting/agendaNetwork ListList serve created |

**Select most meaningful measurement from far right and the best way to share the story.**

* Media Coverage (2)
* Network list- As word about KAH spreads, like minded folks can keep in tough and watch list grow
* Money for Master’s class
* Have 150 attendees at Feb 13th event (2)
* Changing people’s mind on how they view children’s ability to succeed
* Attendance pre/post (3)

**Meaningful Measurement**

Survey February 13th event attendees (#of responses) to determine reach (#of) and write op-ed on at least one post event article.

By January 31st Noelle, Ginny, and Diana will develop and finalize survey.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **100 Day Start Date** | 1/8/2019 | **100 Day End Date** | 4/16/2019 | **Community** | Valencia  |

**Big Dot Aim:**

1. Engaging community to build layers of support for youth to feel heard, connected, appreciated and encouraged.
2. Build the demand/value of Kids at Hope, no exceptions

**Vision: The Why**
All adults and youths will have the opportunity to be exposed to Kids at Hope. No exceptions.