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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 | Coverage  Readership 60k  Ratings  Articles  Track 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 training  Attendance (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 opps  Meeting/agenda  Network List  List 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.

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| **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.