



# PROPOSED CRIMINAL JUSTICE CENTER

## COMMUNICATION AND OUTREACH PLAN

### PHASE 1: EXPLORE & ENGAGE

Identify key stakeholder groups.

Analyze best practices for reaching desired audience(s).

### PHASE 2: POSITION

Further define goals, communication priorities and key audiences.

Determine core messaging and themes.

### PHASE 3: IMPLEMENT

Define communication strategies.

Identify communication tools and tactics that may include:

- Community input opportunities both in-person and virtually
- Dedicated project web page
- Progress videos
- Direct mail
- Social media
- Press releases
- News articles
- Other tools known to reach desired audience(s)

Define metrics of success.

### PHASE 4: CREATE

Develop roll-out strategy for internal and external audiences.

Produce project collateral.