**Chicago CoC Implementation Structure***Formerly known as the Action Agenda*

**Communications Line of Action Work Plan**

**End of Year 2020**

**CoC Implementation Structure Description**

All Chicago supports the CoC Implementation Structure, which is how the work of the CoC is organized and activated. The CoC’s Implementation Structure has [Lines of Action](https://allchicago.org/continuum-of-care/the-coc-work-structure/supporting-change-coc-board-of-directors/coc-board-meetings/) led by project managers, each with a workplan and infrastructure of workgroups.

**Line of Action Description and Activities**

The Communications line of work is responsible for managing the internal and external communications of Chicago’s homeless response system in a comprehensive and responsive manner. The Communications Line of Action is responsible for these activities:

* Clarifying the purpose and goals of the CoC
* Developing introductory resources that can be shared throughout the CoC
* Keeping the CoC updated through newsletters, the All Chicago website, and other materials
* Collaborating throughout the CoC to exchange ideas for future initiatives and campaigns and information about ongoing work

**Workplan for End of Year 2020**

| Key Goal / Area of Focus | Decision Point(s) and Assigned Group or People | Desired Outcome | Estimated Timeline |
| --- | --- | --- | --- |
| Review and improve communications | Committee wide with Communications Manager implementing changes | * Identify areas of success and areas for improvement in the CoC communications strategy * Improve response rate to at least 60% that agree or strongly agree with the statement “I could explain the CoC Implementation Structure to someone who is unfamiliar” (Currently <30%) | Focus through September, ongoing, deadline of next CoC Community Survey |
| Refine the All Chicago website, especially CoC LOW pages | Committee and CoC members are reviewing the website and sending Communications manager suggested edits, Communications Manager implementing changes | * Identify areas for improvement on website pages * Simplify exisiting page copy * Make resources (minutes, workplans, calendars, trainings) more accessible to the community | Reviewing through October, changes ongoing |
| Develop resources to better explain and present the CoC | Communications Manager develops with feedback from committee | * Share an “onboarding packet” with the CoC that includes presentations, templates, and information on the CoC | Through end of year |