The first LPSCC communications plan for 2011-2012 was developed by LPSCC's Communication's Subcommittee and approved by LPSCC's Executive Committee in September, 2011. The Communications Committee updated the plan on August 29th, 2012 with goals and activities for 2012-2013 that prioritize **internal communications** to enable **effective collaboration**. The plan is submitted for Executive Committee approval on September 11, 2012. Section VI, "Tools, Methods and Activities" is periodically updated by LPSCC staff and the Communications Subcommittee as goals are accomplished or updated.

I. Goals

1. Develop and provide LPSCC Executive Committee members tools to communicate **with each other,** to partner agency stakeholders and the public about the work that LPSCC is doing, and about important data in the field of public safety.
2. Set measurable goals and outcomes for communication activities in 2012-2013

II. Key Goals and Messages

1. LPSCC enables effective **collaboration** between agencies.
2. LPSCC provides **evidence and data** that informs effective policy.
3. LPSCC has **knowledgeable experts** on committees and staff.
4. LPSCC work has led to **improved public safety and falling crime rates**.
5. LPSCC supports **integration of systems,** including public safety, health and education.

III. Target Audiences *(in order of priority)*

1. LPSCC members
2. LPSCC attendees
3. Partner agencies
4. Partner agency constituents
5. Press/media
6. General public & communities impacted by crime

IV. Strategies

Effectively communicate with target audiences through:

1. meetings/events
2. interpersonal relationships
3. written reports (Public Safety Trends Report, subcommittee and workgroup reports)
4. brochure
5. stories illustrating key messages
6. LPSCC website
7. Executive Committee membership packet
8. media and press outreach

V. Audience Information

Target Audiences	Assumptions *What we know or believe about them*	Key Topics / Messages *What we believe they are interested in*	Tools/Activities *How we will reach them*
1. LPSCC members	• Know what LPSCC does generally • Not sure about its mission • Not sure how they fit in • Don't know how to communicate their work concisely, remember to do so, or know LPSCC's history.	• Tools and venues for effective collaboration • Relevant and actionable information about partner activities • Relevant and actionable information about LPSCC committees • Conveying the value of their time investment • Data for evidence-based practices • How the policies of other agencies will affect them	• Meetings • Minutes • Google group • Members packet • Brochure • Talking points • Sample PowerPoint page • Public Safety Trends Report
2. LPSCC attendees	• Know what LPSCC does generally • Not sure about its mission • Not sure about how they fit in • Don't know how to communicate its work concisely, remember to do so, or know its history.	• Data for evidence-based practices • Knowing about decisions affecting them	• Brochure • Meetings • Minutes • Public Safety Brief • Google group
3. Partner agencies	Don't necessarily know anything about LPSCC	• LPSCC is providing good data to guide policy • Collaboration is worth the time investment	• Member talking points • Brochure • Member speaking to them
4. Partner agency constituents	Don't necessarily know anything about LPSCC	• Members are working hard on their behalf • LPSCC is providing good data to guide policy • Collaboration is worth the time investment	• Brochure • LPSCC website
5. Press/media	Are more interested in stories than data	• Stories about good work being done • Access to information and experts that will help them tell stories quickly and accurately	• Directory of expertise • Track coverage of LPSCC subject areas thru google alerts • Follow up on media reports to share data and LPSCC contact info • Public Safety Brief?
6. General public & communities impacted by crime?	• Fearful that crime is increasing • Most accessible information is not necessarily accurate	• How to be safer • What their and public servants are doing • Whether their communities are impacted disproportionately in any way	• Members speaking • Media (news)

VI. Tools, Methods, & Activities

The following is a list of proposed and existing tools, methods and activities that LPSCC uses or will use to communicate with the various target audiences listed above. The strategies listed in order of priority and will - in conjunction with guidance from the communications committee - guide our choices throughout the year.

Priority	Status	When	What	Primary Audience	Message	Who	Evaluation Method
1	Pending	Sept. 2012	What Works Communications Plan	Executive Committee	• Means to conduct outreach regarding WW	Staff Suzanne Hayden	Number of people who attend WW
1	Pending	Oct. 2012	Address Emergency Population Releases	Executive Committee	• Critical systemic issue • Problem-solving methods and protocols	Executive Committee	
1	Pending	Dec. 2012	Retreat	Executive Committee	• LPSCC purpose • best practices for collaborating	Executive Committee	Executive Committee evaluation
1	Pending	Dec. 2012	Protocol for committee reports to LPSCC	• Executive Committee • Attendees	• Recent data • Current projects and accomplishments • Challenges	CC	Executive Committee evaluation
1	Pending	Jan. 2013	What Works Conference: Commission on Public Safety Findings	• Legislators • Executive Committee • Statewide LPSCCs • Partner agencies • Reporters	• Crisis in system • Opportunity to make significant systemic change	staff CC	• Number of attendees • Conference evaluations
2	Pending		Speakers bureau • Directory of expertise • Potential venues	• Press • General public • Community organizations	Knowledgeable experts	staff & CC	• Distribution to press • Contact by press
2	Pending		Identify public forums where LPSCC speakers and messages could change public misconceptions around crime trends	• General public • Partner agency constituencies	• Collaboration • Evidence & data • Knowledgeable experts • Improved public safety	staff	Number of speaking engagements

Priority	Status	When	What	Primary Audience	Message	Who	Evaluation Method
2	Ongoing	Varies	Reports & committee recommendations • Put on website • Make available to press	• Executive Committee • Attendees • Media	• Evidence & data • Improved public safety	Subcommittees	• Press follow up • Visits to website
2	Ongoing	Quarterly	Public Safety Trends Report • Distribute in email separate from meeting materials with cover noting main content, encouraging distribution, and inviting people to sign up for future LPSCC communications. • Design/layout updates per Tufte's principals	• Executive Committee • Attendees • Media	• Evidence & data • Collaboration • Knowledgeable experts • Improved public safety	Staff	Public Safety Brief Subcommittee
3	Ongoing	Ongoing	Track coverage of LPSCC subject areas thru Google alerts (need additional search terms)	• Staff • Communications Committee • Press	Varies	Staff	• Are returns relevant? • Number of press contacts generated
3	Ongoing	Ongoing	Follow up on media reports to share data and LPSCC expertise	Press	• Knowledgeable experts • Variable	Staff	Number of press contacts
4	Done	10/11	Brochure	• General public • Executive Committee • Attendees • Partner agencies	• Evidence & data • Collaboration • Knowledgeable experts • Improved public safety	Staff	• Member feedback • Number distributed
4	Done	10/11	Talking points • Wallet card	• Executive Committee • Attendees • Partner agencies • General public	• Collaboration • Evidence & data • Knowledgeable experts • Improved public safety	Staff & CC	Audience feedback
4	Done	8/11	Member packet (history, statute, talking points, brochure, one-pager, stories, 10 year report)	Executive Committee	• Collaboration • Evidence & data • Knowledgeable experts • Improved public safety	Staff	• Member feedback

Priority	Status	When	What	Primary Audience	Message	Who	Evaluation Method
4	Done	8/11-9/11	Website • Make content current & up-to-date • Reduce page nesting/flatten hierarchies • Make language more timeless	• Executive Committee • Attendees • Partner agencies • General public	• Evidence & data • Collaboration • Knowledgeable experts • Improved public safety	Staff	• Review by LPSCC staff and Communications Committee • Google analytics