

Indianapolis Continuum of Care

Making homelessness in Indianapolis rare, short-lived and recoverable

COMMUNITY EDUCATION WORKGROUP

MEETING MINUTES

August 24, 2016 3pm

Present: Chuck Kern, Zach Gross, Emmy Hildebrand, Lena White, Danielle Bagg, Keisha Knight, Zach Alexander, Matt Holland

- Chuck spoke about the data from his inquiry on the COC one pager and also direction of the Community Education Workgroup. Ideas from Alan Witchey and Jen Hunt from CHIP were included in the discussion to ensure that active members felt like direction of workgroup was headed in the right direction and that the major initiatives were included, but not limited to:
 - Promoting COC educational activities to the community (ie: Spirt in Place Festival, Blueprint 3.0 Development)
 - Educating groups that need to work with the COC more closely (ie: landlords, developers & others with stakes in building stronger communities)
 - Educating and promoting recruitment into the COC committee structure (individuals, students, businesses and nonprofits not currently engaged)
 - Promoting collective outcomes and successes of the COC
- Talked about recruiting volunteers. Currently this is helter skelter. Lena said that if she was a volunteer looking to engage, she would want the how? What? Who? With firm details so she knew what she wanted to volunteer for and not just blowing in the wind.
 - Chuck brought this discussion back to the 3 broad categories of
 - Commercial
 - Evangelical
 - SocialWith each having a different strategy to engage members

Idea put forth on how to promote:

1. Where are current resources at and what are they working on w/ outcomes
2. Additional needs or gaps and where to fit these volunteers or additional members into

Spoke about strategy for landlord breakfast (education event)

- Possibly have a panel with current COC landlords (if agency working with them is ok with plan) and new landlords that maybe need more info along with a successful COC client that has needed housing and needed for a landlord who engaged with COC funding agency
- Other ideas could be a currently engaged landlord, formerly homeless client (success story) and agency working with landlords to house clients
- Need the “WIIFM” for landlord. What are they specifically looking for? Stable rent payment? Deposit? First and last month rent? Assurances that no damage will occur? 12 month leases?

- Talked about a one pager or short presentation that could be used to facilitate event.
- Also need to collect the following information to hone in on what the landlords need to consider a COC relationship a success
 - Questions to ask in this data collection might be...
 - What do landlords need to know?
 - What engages a landlord to continue with our population?
 - Objections?
 - What does appropriate follow up on housing challenges look like? (ie: once a client is housed, what are landlords expectations on follow up/support?)
 - Best practice on smoothing out relationship after client challenge happens?
 - Compelling arguments for taking clients w/ multiple evictions, criminal history, mental health challenges, sex offenses etc..
 - Possible short list of landlords that would be willing to answer some questions as to what sells them on this process as opposed to saying “no” but turns that answer to a “yes”
 - Questions to agencies doing this work now, what concerns them about sharing landlord info with broader COC?
- Follow up items
 - **Electronic survey creation for questions listed above (Keisha, Danielle, Zach G) no date set. Can working copy of questionnaire be sent to education workgroup by Friday Sept. 9th?**
 - **COC Success stories/Outcomes/Achievements (Matt to email other Committee chairs for this info) Due date by Friday Sept. 9th with information back**
 - **Draft slideshow for volunteer opportunities or new COC membership engagement (Chuck and Lena) Due date for circulation Friday Sept. 9th?**