

# YES Communication Workgroup Charter

---

## Overview

The Communication Workgroup is being established under the Youth Empowerment Services (YES) project and is a subset of the larger project team. Membership will be composed of team members from each of the Jeff D. Settlement Agreement partner agencies, as well as family and community stakeholders; respective roles and responsibilities are outlined below.

## Workgroup Purpose

The workgroup's purpose is to meet the communication needs for a new system of care under the YES project as described in the Jeff D. Settlement Agreement. The workgroup will contribute to the overall project's success by executing the communication plan, working with workgroup leads, and supporting the Stakeholder Action and Workforce Development plan.

The group is responsible for identifying, responding to, developing and delivering project and Idaho Implementation Plan messaging. The group will identify and use appropriate methods to meet the communication needs of families, providers, partners and other community stakeholders. Communication responsibilities include project deliverables and reporting as identified in the Idaho Implementation Plan.

## Workgroup Goals

The goals of the Communication workgroup are to:

- Deliver relevant, accurate and up-to-date messaging related to the YES project and future system of care;
- Support the communication needs for the YES project, its stakeholders and workgroups, including the needs outlined in the Stakeholder Action Plan and Workforce Development Plan;
- Develop and maintain communication materials, content and delivery methods to meet stakeholder needs, including a public-facing website.
- Develop branding, best practices and standardization for messaging and materials;
- Develop templates, processes and tools to facilitate effective and uniform communications.
- Coordinate communication effort with agency partners for system of care, YES communications.

## Deliverables and Accountability

The Communication Workgroup is accountable to the YES project sponsors as identified in the YES Project Plan and the Interagency Governance Team. The workgroup has identified the following deliverables as work products for this group.

- Updated YES Communication Plan
- Enhanced public-facing website

Additional workgroup deliverables will be defined by the workgroup to meet stakeholder communication needs as they are identified. A communication matrix spreadsheet will be used as a working document to identify and track stakeholders, stakeholder communication needs, messaging, work products, timing, team member responsibilities, timelines, and other information as needed to manage the work products.

### Out of Scope

- Review and approval of Agency Partner communications

### Roles & Responsibilities

The Communication workgroup roles and responsibilities are defined for the purpose of the listed goals and the YES project need. The workgroup has an assigned chair and a co-chair who will work to lead the group in achieving the goals outlined. The following members and their roles on the workgroup have been determined as reflected in the attached [organizational chart](#) and listed below:

Name	Role	Responsibilities
Treena Clark	Workgroup Oversight	Oversight of the workgroup, identify communication needs; stakeholder action plan, principals of care and practice model, develop and deliver content, outreach to stakeholders
Cindy Day	Chair and YES Project representative	Facilitate communications work, documentation. Facilitate deliverable review process. Ensure alignment with YES project goals
Klaus Hermann	Co-Chair YES Project representative	Backup to Chair and Chair responsibilities, liaison to YES Workgroups, post information to YES website, maintain Inquiry Tracking tool
Pat Martelle	System of Care and YES Project representative	Identify system of care, services and supports communication needs. Develop and deliver content and presentations, review content, outreach to stakeholders
Jon Meyer	Division of Behavioral Health (DBH) Communication and Technical Assistance	Review content, lend technical expertise, facilitate development and review process for reoccurring DBH communications. Complete meeting minutes, post website content.
Laura Wallis	Parent voice	Contribute to workgroup deliverables and or products, parent voice and communication needs, lend expertise, contribute to and review draft content, assist in outreach to stakeholders
Jennifer Browning	Provider voice	Identify provider communication needs. Lend expertise, contribute to and review draft content, assist in outreach to providers, share YES information within the provider community
Stephanie Hoffman	Parent voice & Parent Network liaison	Identify parent communication needs. Lend expertise, contribute to and review draft content, assist in outreach to parent stakeholders; liaison with Parent Network
unassigned	Creative design	Create communication materials, alignment of branding,

Name	Role	Responsibilities
		branding campaign, help facilitate review process
Tiffany Kinzler	Medicaid & Medicaid stakeholder representation	Identify Medicaid and Medicaid stakeholder communication needs. Develop and deliver content and presentations, review content, outreach to stakeholders
David Welsh	Medicaid & Medicaid stakeholder representation back-up	Identify Medicaid and Medicaid stakeholder communication needs. Develop and deliver content and presentations, review content, outreach to stakeholders
Georganne Benjamin	OPTUM and OPTUM Provider Network representation	Identify OPTUM Provider Network communication needs. Identify opportunities, resources for development and delivery of content and presentations, review content, outreach to stakeholders
Jann Stockwell	OPTUM and OPTUM Provider Network representation back-up	Identify OPTUM Provider Network communication needs. Identify opportunities, resources for development and delivery of content and presentations, review content, outreach to stakeholders
Kim Nealey	Liaison to YES Training Plan	Identify Training plan communication needs in support of workforce development plan. Lend expertise, contribute to and review draft content, assist in outreach to stakeholders
To be assigned	Idaho Department of Juvenile Corrections (IDJC) & IDJC stakeholder representative	Identify IDJC and IDJC stakeholder communication needs. Identify opportunities, resources for development and delivery of content and presentations, review content, outreach to stakeholders
Charlie Silva	State Department of Education (SDE) & SDE stakeholder representative	Identify SDE and SDE stakeholder communication needs. Identify opportunities, resources for development and delivery of content and presentations, review content, outreach to stakeholders
To be assigned	Child Welfare & Child Welfare stakeholder representative	Identify Child Welfare and Child Welfare stakeholder communication needs. Identify opportunities, resources for development and delivery of content and presentations, review content, outreach to stakeholders

### Length and Scope of Membership

Members of the group have been identified as partners and/or stakeholders to the Jeff D. Settlement Agreement and have been invited by the Youth Empowerment Services project team based on their knowledge related to YES stakeholders and their communication needs. The members and officers are expected to serve for the remaining period of YES implementation, January 2017 through June 2020, which is the time anticipated for planning, development, implementation and proving the sustainability for the new Children’s Mental Health System of Care.

Partner and stakeholder representation will be maintained through the life of the project by re-assignment of resources; additional volunteers will be recruited if existing members are not able to participate.

## Authority and Decision Making

The Communication Workgroup has limited authority with some decision making authority based on the deliverable type. A variety of deliverable types are expected to be developed or contributed to by the Communication Workgroup. Each of these deliverable types have a minimum review and approval process. Additionally, team members will look for opportunities to involve additional stakeholder review and feedback based on audience.

- Communication Plan updates
  - Assigned to team member(s), team review requested. Feedback incorporated, agreement within group before handing off to the Project Lead; Cindy Day for deliverable approval process and posting online
- Updates to existing agency partner communication pieces, including content added or removed from existing communication pieces
  - Assigned to team member, team review requested, feedback incorporated and hand off to agency lead for internal agency review process and posting of content
- New requests for the development of content
  - Assigned to team member, work with requestor on draft, communication team review requested, feedback incorporated, sent to requestor for final feedback and or signoff, distributed as applicable. If to be posted online, workgroup chair will follow internal DBH process for posting content to the website.
- Content identified by and developed by the Communication Workgroup
  - Assigned to team member or sub-committee, work on draft, communication workgroup review requested, feedback incorporated as applicable, sent to workgroup for final feedback and or signoff, distributed as applicable. If to be posted online, workgroup chair will follow internal DBH process for posting content to the website.

## Meeting Schedules

The frequency of meetings will be determined and agreed upon by the workgroup members. Weekly meetings will be held until otherwise necessary.

- Each Wednesday. 9:30 to 11:00 am MT
- Will meet in person (450 W. State Street; 3rd floor, conference room 3A or other conference room based on availability) and using web meeting tools to aid in attendance.

Meeting frequency will be evaluated and modified as needed to meet communication deliverable needs and timelines.

## Meeting Format

The general format for each meeting will be to review the status of action items from previous meetings, provide updated information that may impact the group, and address agenda items prepared by or brought to the group.

- Agenda items will be solicited and a meeting agenda will be emailed out in advance of the meeting by the group Chair or Co-Chair.

- The meeting minutes will be completed by DBH team member, Jon Meyer and distributed to meeting participants for feedback and finalization. Final copies will be posted to both the internal DBH SharePoint/Communication Workgroup page and Communication Workgroup folder on GoogleDocs.

### Supports

The Communication Work group is a valued subgroup of the Division of Behavioral Health’s YES project team and will be supported by YES Project Manager, Cindy Day and Klaus Herman and the YES project team as well as DBH operational team members as needed.

### Version History

Version	Date	Name	Comments
1.0	1/10/17	Cindy Day	Initial draft
1.1	1/11/2017	Cindy Day	Incorporate feedback from workgroup, additional edits
1.2	1/17/2017	Cindy Day	Incorporate additional feedback from workgroup team members
1.3	1/25/2017	Cindy Day	Incorporated minor updates from team mtg, final draft delivered to Jamie Teeter (Bureau Chief Division of Behavioral Health) for review and approval
1.4	1/31/2017	Cindy Day	Approved by Jamie Teeter, distributed to team