Toolkit Showcase: How to Use the Reentry Program Sustainability Toolkit to Plan for Your Program's Sustainability Transcript

Lisa Vavonese:	Center for Court Innovation. I'm happy to be here with you today to talk about reentry program sustainability. I am part of a team of individuals who are working with reentry program across the country who are focused on evaluation and sustainability. And my co-panelists today are some folks on the ground running those reentry programs who are working on that pieces of work. So I'm start off our time reviewing a toolkit that we've created, that is the home to many sustainability resources for you all to use as you're looking through and thinking about sustainability for your reentry program.
Lisa Vavonese:	To get started, I'm going to share a notice with you, letting you know that we are recording this webinar. A couple of housekeeping items. If you'd like to ask a question to one of the panelists or myself, you can enter it in the Q&A, and we will be the only ones who see that question and we'll read it out loud and answer it. You also can use the chat to ask questions and people may respond in real time, but if you do put it in the Q&A we'll try our best, depending on how many questions we get to make sure one of our panelists or myself gets to your questions.
Lisa Vavonese:	So before we get started I'd love to introduce who's joined me today. First I'll introduce Sergeant Jennifer Howell. She's a 15 year veteran of the Erie County Sheriff's Office, Jail Management Division in Buffalo, New York. Jennifer, I think you might have done a little wait for everyone so they can know who you are. She's currently the Program Director of the Erie County Jails, New Dawn Initiative. Which is a million dollar project grant funded by BJA. This reentry program serves individuals with co-occurring mental illness and substance use disorders at high risk to recidivate. And seeks to assist individuals in connecting to community based resources to successfully reenter and remain in their communities.
Lisa Vavonese:	We also have Akea Daley. She is the Director of MBI Returning Citizens Division in Washington, D.C. She's one of the founders of the RC Division, which prioritizes those returning back to the community from incarceration with behavioral health concerns. The program was established in 2016 and under her leadership, the program has grown and now serves over 500 D.C. residents who have justice involvement and behavioral health concerns.
Lisa Vavonese:	Akea leads a team of 25 professionals who have committed the professional and personal experiences to advance this work. The RC Division was awarded its federal grant from BJA and has expanded its program to benefit even more people in the district of Columbia. We also have with us, Dr. Josephine Namayanja, she is an Assistant Professor of Information Systems at the University of Massachusetts, Boston. Her area of expertise is data science,

where she's currently teaching courses in the same area, and also works on various research studies and healthcare, finance, social media, cyber security and project management to name a few.

Lisa Vavonese: She's been collaborating with MBI Returning Citizens Division since inception, and is currently serving as a program consultant for MBI reentry wellness program, which is sponsored by BJA. Thank you to all three of you for coming with us on this journey to talk about sustainability. So now I'm going to attempt a seat in technical magic, and hopefully it doesn't look clunky. I'd like to share the toolkit. I am going to enter it in the chat so you can link to it and download a copy for yourself. But I will also share my screen, because I thought it would be helpful to spend a few minutes at the top of our time together, showing you this toolkit and all the various features so that you can use it when you're thinking about sustainability in your reentry program.

Lisa Vavonese: We've really approached through the evaluation and sustainability support that we're offering to reentry programs of thinking about sustainability in three different buckets of work. They're all interconnected, but they also lend themselves to working one at a time pulling back on one, working on another so that you can able to manage your time and thinking about sustainability for your reentry program. So the categories are buckets of work that we've framed in this toolkit are communications, branding, and funding.

Lisa Vavonese: So you'll see here that we have section one for communications and that's really at a high level, what are you going to tell people about your program? Who is the audience who needs to know about it? What is the message you need to send? And what is the frequency and the channel in which you're going to send it? The other bucket is branding. What's the personality of your program? When people hear your program name, what are they going to think? What are they going to feel? And specific components, what's your mission? What are values? What's your logo?

Lisa Vavonese: The other piece would be funding and thinking about what planning team do you need to be investigating funding and how you're going to keep all of your really good services available to the people who need them. And some real strategies, such as mapping about how to do that in an efficient and effective way. And also data and evaluation. How are you using your data and your evaluation to help support the sustainability of your program specifically with funding? So some functionality of this toolkit is that you can toggle to the section that you want to tackle that day.

Lisa Vavonese: And we also have many related resources here on the table of content, but they're all also found in a different section content. So I'll first go to the communication section where you can see here, we really try to provide you with information and a way to think about your communications or you're reaching the audience you need to reach, how you need to reach them and when you need to reach them. And you can do this whether your program is

brand new, your program just started taking folks, or you're really operational and have been serving people for a very long time.

Lisa Vavonese: We also have some external resources that you can link to that you'll see here. I hope that you can see my mouse where it's pointing, but there's some external resources that can provide you more information about each of these different categories of work that I'm talking about. And then there's some that are found within the toolkit itself that you can toggle to. So for example, if you're really interested in social media, we have guidance within the toolkit where it can walk you through the social media components.

Lisa Vavonese: And here you'll see that I was able to use this icon to return to the table of content so that you can jump around the toolkit as you need to. So let me move over to branding for just a minute. And really thinking about what do you want people to think or feel when they hear the name of your program? What's that message or image that you're creating? And being really intentional with that. And that can be through mission statement, values, logo, and probably my favorite, which is design. What are the color choices that you're going to use when you're handing out flyers? When you're doing presentations.

Lisa Vavonese: All of that matters and helps the recognition of your program for the people who need to know about it. Again, we have an external resource that goes into more details than you'll find here and the toolkit that you can link to. And then we can always return back up to the table of contents. Then I'll share with you as well for the funding section. And this is the one where folks often have the most questions for me, how am I going to make sure that all the services that people need are available to them through funding, so I can keep I really great staff and deliver the really great services that we offer?

Lisa Vavonese: And when thinking about funding, how can you do it in a strategic way where it feels like you're building on something and it isn't just an ad hoc approach when you happen to see an RFP come across your desk? You really have to ask yourself those questions about who should be involved in those conversations? What is it you need to accomplish? And how are you going to use your data and evaluation findings in these efforts? And again, we have an infographic that you can click to get even deeper into this topic.

Lisa Vavonese: As well as I did a webinar where you can click right here to learn more about storytelling about your program and how you can tell the story of your data. And you can also go for more resources if you're interested in thinking about private funding. Maybe you've only sought out federal funding or local or state dollars. What it would it mean to think about private funding. And you can click to that right here in the toolkit where it gives you additional guidance and resources.

Lisa Vavonese: I'll also mention this national directory we put together of private funding and that also comes with a lot of linked resources. So if you happen to be in Utah and you want to know who are private funders, who may have an interest area

in reentry, you can go ahead and then click to that private funder and learn more about them. So that we hope that you find this toolkit useful. There's lots of other functions of it that you can toggle through to take a look at all these different pieces that we've wanted to share with you and the resources that we wanted to share with you.

Lisa Vavonese: Some of the reentry programs that I work through, through the evaluation and sustainability project, we call it ESTTA. If you happen to hear me or the panelists saying that, is distance overall checklist. And this gives you the way zoomed out, what are all these big, high level pieces of sustainability that I want to tackle as a program? And how am I doing on each piece? Where is it that I need to focus next? So maybe you need to develop your brand and you need to think about your program name, or you need to think about your program mission statement. Or maybe you're thinking about how to use social media in communications and doing a better job with that.

Lisa Vavonese: Some of those big picture questions, not all of our reentry programs are going to have access to a communications depart that's internal to where you work or experts in social media. We have a lot of tools here to help you think through the frequency and the channel. If you're going to use Facebook, how often do you need to post to be effective? Which is very different if you're using LinkedIn and the content that you post and the frequency.

Lisa Vavonese: So we have those tools for you right here in this reentry toolkit. And you can toggle throughout the toolkit to find answers to some of those questions. So now I'm going to move back to our PowerPoint presentation. And it's on my screen that I moved back. Can someone a thumbs up if that accurate and I'm back. Thank you, Jennifer. So let's think about this toolkit. And we wanted to take the rest of our time together to be, what are the practical like applications of a toolkit like this? How can I make this useful to me and my reentry program?

Lisa Vavonese: So the three people that are with us today are all receiving support through the ESTTA project and have worked with coaches that are moving them through these pieces of sustainability. And they're really taking it on, on their own and really making it part of their reentry program strategies. So this is back to communications. We're going to go through the three different sections that I mentioned in the toolkit itself. The first one being communications, the second one branding, and the third one funding.

Lisa Vavonese: And remember, these are all interrelated, but we all don't have all the time in the world to work on them together in one big chunk. So we hope the toolkit frame them in a way where right now I can dig into communications and maybe in a little bit, I'll dig into that funding piece. So we're going to start with a communication piece. This graphic that you see can be found in our toolkit on the bottom of page five. So a useful strategy to get started with communications. How are you going to talk about your reentry program to folks is creating communications plan. And you'll see an example on the slide. Again, this was pulled from the toolkit. I'm actually going to ask Josephine if she can

walk through how she helped support MBI, create a communications plan for their reentry program.

Josephine Namay...: Thank you, Lisa. The next slide, please. So good afternoon, everyone. My name is Josephine, and I'm working with the MBI reentry wellness program in Washington, D.C. So in order to develop a communications plan, MBI started with a general description of the plan and it's sort of a components. We felt that a communications plan was essential to guide us in conveying key information about our program to our stakeholders. So using the components provided in the toolkit, we were able to identify the following, who we are targeting, which is our audience. What our target message is. How we plan on relaying this message, which is the channel. When or how often we plan on relaying the message, which is basically the time and or the frequency. And who or which team members will be responsible or in charge of relaying the messages. So this is basically, again, finally also wanted to track what our progress would look like, which is through our milestones. Next slide, please.

Josephine Namay...: Next we thought about our stakeholders, which is the audience. So key communications of the program were to be communicated to stakeholders, both within the organization who are internal stakeholders, as well as those outside MBI who are our external stakeholders. For the internal stakeholders, we focused on the organization's folks who are directly involved in the day to day operations of the program. This include the core program team, which has a program director, the program consultant and the evaluator.

Josephine Namay...: We also have other folks who include the executive team within MBI, our program specialists and the marketing team. For external holders, we identified a number of individuals who have been very supportive. First of all, our target audience, which is the program participants who are the key beneficiaries of the program. This include those who are the potential participants, those who are actively enrolled, and those who have completed our program and are discharged.

Josephine Namay...: We also looked to our community program partners. For example, some of these include the Mayor's Office of the Returning Citizens Affairs in Washington, D.C. We also collaborate with the D.C. Department of Corrections, the Court services and Offender Supervision Agency, which is a federal supervision agency in Washington, D.C. Then we also have a partner with community based advocacy organizations, such as Rising for Justice, which is a legal firm and among others.

Josephine Namay...: So our also external stake holders include our technical support teams who provide software resources that have been very instrumental in our program. Particularly George Mason University, who provide support for the risk needs responsivity, simulation tool that we use for our assessment. We also partner with Social Solutions, Inc, who provides support for applicants essentials, which helps with our case management. Furthermore, we also have external stakeholders who have been very supportive in our training and technical

assistance. And this includes American Institutes for Research as well as Research Triangle Institute. And finally our program funders from bureau and Bureau for Justice Assistance. Next slide, please.

Josephine Namay...: We decided to structure our communications with respect to the role in coordination of programmed activities. Therefore, we further categorized our audiences into subgroups into under the type of message they would receive and the frequency of that messaging. The senior level that you see here is considered as a top or the highest level in the communications hierarchy, where a form of shared governance in the strategic planning and decision making process of the program or occurs. Before information is relayed down to the subsequent levels that follow accordingly. Best on the relevance of the program activities to a given role, we find that a subcategory may consist of both internal and external stakeholders.

Josephine Namay...: Next slide, please. In this slide, we provide a visual to illustrate the different audience subcategories, and which groups are assigned to each subcategory. From our previous slide before, we can see now the full list of stakeholders that are involved in our program. So the red circles denote the internal stakeholders while the blue circles denote the external stakeholders. And we can also see the different communication levels that these different stakeholders are subgrouped into. Next slide, please.

Josephine Namay...: In this slide, we provide a bigger picture of the communications plan with the different components as you can see. We have the type of message, the channel, the frequency, depending on the target audience. Furthermore, for each communication, we identify the team members that are responsible for task execution. And this is primarily members from the internal core program team. In order to efficiently track program activities, we identify milestones achieved at each level of communication.

Josephine Namay...: Most importantly, our communication plan we relay information accordingly and update it with granular pieces of information and detail. For efficiency, we utilize a support of a spreadsheet, which particularly we just see simply as Microsoft Excel actually. Which has been very instrumental in order to keep track and adjust anything within our communications plan. Next slide.

Josephine Namay...: Lastly, this illustration provides a sample as taken from our spreadsheet, showing more granular details of our communications plan for a selected stakeholder. For each stakeholder listed, we detail out a communications trajectory where we not only identify the structure of message, the channel, but also specify the program phases or time periods during which information is to be relayed and when. This you can observe in the messaging, the timing and frequency, as well as the milestones. This concludes what we have to share about developing our communications plan. Thank you so much for listening.

Lisa Vavonese: Thank you, Dr. Josephine, that was very informative. Jennifer, now I'm going to switch over to you and talk a little bit more still in the communications category,

but this time thinking about what you're going to say. So Dr. Josephine talked to us high level about a communications plan, and now that you have a communications plan, what are you going to tell people anyway? And really we've structured this, and you will find this image within the toolkits and to thinking about the format, is it an elevator pitch, something short, something concise that's really going to hit home because you only have 35 seconds in an elevator ride? Is it going to be spotlight? Or maybe this goes in a newsletter or it goes on a partner social media or gets set at the top of a meeting. Or is it going to be a one pager or fact sheet really polished set to go out to audiences can contain some more detailed information? Or is it going to be a brief where you're really getting into the nitty gritty because that audience needs to know all the details of your program?

Lisa Vavonese: And again, we talk about this in phases because you don't have to wait through you're fully operational. You may still be in the planning phase. You may only have one or two clients. I know during COVID lots of programs had a little bit of a low in client entering their program. So you do not need to wait till you're fully mature and fully operational. You can be doing these things at different phases of your entry program. So now that I keyed that up, Jennifer, I'm going to switch it over to you, so you can talk about how you developed an elevator pitch and a spotlight.

Jennifer Howell: Thank you so much, Lisa. So since we'll be discussing our elevator pitch, that's how I'm going to open up as my introduction to our program. The New Dawn Initiative is a BJA second chance at grant program funded under the improving reentry for adults with co-occurring substance abuse and mental illness grant. And it's awarded to the Sheriff's Office of Erie County. The initiative is in partnership with BestSelf Behavioral Health in the University of Buffalo Primary Care Research Institute and annually serves 50 medium to high risk individuals with co-occurring mental illness and substance addiction.

Jennifer Howell: Participants work weekly with the case manager and peer support specialists to assist in the development of case plans and can engage in any service offered directly through BestSelf or via linkage to other community based organizations. This includes services such as housing and education, employment, mental health and addiction services, public assistant and more. Case management continues for up to one year following their release and by building relationships and connecting individuals with supported services pre-release, the New Dawn Initiative seeks to increase the likelihood individuals who will remain engaged in services and successfully reenter and remain in their communities. Next slide please.

Jennifer Howell: So today we'll be talking about how our team has utilized the three sections described in the sustainability toolkit, starting with communications. To start we'll specifically be talking about the development of our elevator pitch and spotlight. And this was one of the first things that we worked on with our ESTTA TA Liz. First off, why develop an elevator pitch and spotlight? So it's a really great way to quickly and consistently communicate the key components of your

program and with very slight modifications can be used in a wide variety of settings, verbally and in print.

Jennifer Howell: And we will be discussing some examples as we go through how we develop these. So looking to the key components of a detailed communications plan in the toolkit, the who, what, when and how. Beginning with who our audience is, we are very fortunate in Erie County to have preexisting and established reentry coalitions committees work groups. So when thinking about a communication plan, this is primarily who our focus was on. These groups consist of various organizations and agencies involved in reentry, they're special interest groups and individual with lived experience and prior justice involvement.

Jennifer Howell: Essentially they are our oversight committees and contained within them are community stakeholders and just as importantly, our potential future funders. Separate from these entities of course, we are also taking into consideration our pool of eligible participants. And being there are those that are incarcerated, they are communicated with very differently. So what do we want to communicate? As much as possible for the time or space allotted, essentially who the program serves for us that would be medium to high risk individuals with substance abuse and mental illness.

Jennifer Howell: What the program does, it connects those individuals to a case manager and peer support while they're still in custody to develop case plans and provide linkages to community resources and for what purpose? To increase the likelihood individuals will maintain these linkages and be successful in the community and stay out of jail. The benefit of having an elevator pitch or a spotlight developed is that you have a brief synopsis of the program readily at hand. So when and how do we use these? I might be at a meet and greet where I have no more than a minute or two to speak about the program, so I want to give enough in information to engage my audience, enlist their interest, and hopefully open the door for my target to stick around and ask questions.

Jennifer Howell: Or I could be giving a quarterly presentation where there are only a few new members that are unfamiliar with the program. I don't want to take up too much time in the presentation going over every aspect of the program, but I definitely want to give new members a brief overview and context for the presentation. And it can be modified for the time allotted. We have probably two or three variations of the elevator pitch and spotlight, depending on the amount of time or space I have. For example, for our inmate handbook that is passed out to incarcerated individuals in the jail, we were only given space for a few sentences, but with what I'm speaking to our potential program participants, they're in custody. So honestly not really going anywhere immediately. And I have a lot more time where the more fleshed out spotlight is more appropriate. And I will pass it back to Lisa. You're on mute Lisa.

Lisa Vavonese: Thanks, Jennifer. Sorry about that, everybody. I was just saying that now we are going to pivot to the second section of the toolkit, which is on branding. But if you do have any questions about communication, feel free to put them in the

	Q&A. Only the panelists will see those questions and we'll make sure to say them out loud so everyone can hear them and then answer them. Or if you'd like, you can put them in the chat. And in real time, a panelist may be able to respond or one of your other fellow participants here on the webinar. So you can use either of those two functions.
Lisa Vavonese:	And for anyone who didn't already have it, I've been continuously putting the link to the toolkit in the chat. So if you would like to go ahead and see the toolkit, download it, get to look at it while we're talking. I welcome you to do that. And that link is there in the chat. But section two is about branding. And branding should be purposeful. And it takes time and it takes thoughts. So I want to switch over to a AKea to talk to us about a specific piece of branding, which was developing a mission statement. And again, I'll just note for you that this image and the content can be found on page seven of the toolkit.
Akea Daley:	Thank you, Lisa. Good afternoon, everyone. Again, my name is Akea Daley and I am the Program Director for the MBI Reentry Wellness Program in Washington, D.C. The mission statement is important because it communicates to your staff and consumers, the purpose of your organization. When reading the missions statement, consumers should know the type of services you will provide and what to expect with your organization. Likewise, the mission statement reminds your staff of how their individual efforts are coming together to achieve the overall goal of the organization. When developing your program, mission statement, you want to include your purpose, why you exist and speak in the present tense. The toolkit contains some great advice. Like what you see here on the screen. Next slide, please.
Akea Daley:	At the start of our program, we developed this mission statement. And I'll pause for a few seconds so everyone can read it.
Akea Daley:	(Silence)
Akea Daley:	Honestly, we thought the more information, the better. We didn't want to leave anything out. This original program mission statement covered a lot of content and yet it was very wordy. It was not clear or concise. Next slide, please. We work closely with our evaluation and sustainability technical coach, [Dr. Samuel Staggs] from RTI, who introduced to us a storytelling exercise during one of our earlier meetings. The exercise required us to circle the cause, which is the who, what and where to put a square around the actions. So what it is that we plan to do and to underline the impact, which will be the changes for the better.
Akea Daley:	This exercise allowed us to see the main points and to highlight what we really wanted to communicate with our mission statement. On this screen, you'll see our original mission statement with the storytelling exercise applied. Next slide, please. From the storytelling exercise, we were able to construct a more focused and concise mission statement. Here is our final mission statement. Next slide, please.

Lisa Vavonese:	Thank you, Akea really helpful information there. And I love your mission statement and what you did with it. And you can find that example in the toolkit. So Akea is a real life example is in the toolkit for you to take a look at, as you think through your mission statement and how you might want to craft it. Also, I wanted to talk a little bit of about program values. And Akea, I know you guys did a really great exercise on that topic as well. So I'm going to switch it back over to you again.
Akea Daley:	Okay, great. Perfect. Thank you so much. Again, our ESTTA coach, Dr. Samuel Staggs introduced us to a great exercise to support and developing our program values. First, we use the provided handout, which you see on the screen and selected every core value that resonate with us and our program. An important tip is, do not overthink your selections. As you read through the list, simply write down in the words that feel like a core value of your program personally. If you think of a value that is not listed here, be sure to write it down as well.
Akea Daley:	So next we grouped all of the similar values together. And finally, from that grouping, we chose one word that best represented our program. The MBI Wellness Program core values are professionalism, community, compassion, encouragement, individuality, and well-being. Thank you.
Lisa Vavonese:	Thank you. And now to stick with a branding topic a little bit longer, and for folks who are toggling through the toolkit again, section two, I wanted to ask Jennifer, if you could talk to us a little bit about a logo and program name and how you thought through that for your reentry program. And for our audience, this is found on page seven of the toolkit.
Jennifer Howell:	Thanks again, Lisa. So for the branding piece, I wanted to talk specifically about why and how we developed a program, name and logo. So again, going back to the tool kit, key items to consider. For our team being a new program, we needed to initially create brand recognition. Again, we communicate to different groups in various formats, some of which we'll see in the coming slides, but each of these formats contains different information based on who we are communicating to.
Jennifer Howell:	And then bearing in mind too, that there are some member overlap too, in these groups. So we want to give everybody different information. We want everyone to recognize that this information is coming from the same place, ultimately generating credibility. So for example, data reports and program updates that are being sent out in varying frequency to stakeholder groups. Developing a name and logo was absolutely a team effort with everyone involved in some way, shape or form.
Jennifer Howell:	Again, at the time we were developing these, we were still a newly formed team, still getting familiar with each other. And it was a great way to promote unity within the group being a part of a bigger hole and working toward common goals. Making decisions as team to develop our public image and what we wanted the community to take away from that. Ultimately we needed

something that was immediately recognizable and easy to remember. Initially, in the planning phase, the program was dabbed, the Erie County Jail's Co-occurring Enhancement Reentry Initiative.

Jennifer Howell: It's a mouthful, to this day I have to read it. I can't remember that and I'm the program director. So if I can't remember it, how can we hope for the community and participants to remember it? It certainly doesn't look good to fumble over the program name every time. So I'll talk about our process in just a moment, but just wanted to point out a couple extra things on this slide. First that we did design two separate logos that could be used, one that's more flashy and eye catching for digital formats. This one has our official background picture, but you'll see in a bit that I do change the picture in certain contexts.

Jennifer Howell: And then we have one that is used in professional formats or needs to be in a form that's printable. Also other ways we look to use our branding beyond the logo and a couple of things to notice as we move through these slides, little markers that I like to use whenever I can, the little suns for bullet points and in the bottom rank corner, a simplified version of our logo. Again, just promoting brand recognition. And I'm not suggesting that you throw it in everyone's faces, but I am. So next slide please.

Jennifer Howell: So to the process of developing and designing a name and logo, something important to remember, it didn't happen all at once. And in the beginning we had no idea what we were doing. And that's okay. It's key to remember to utilize the resources you have and recognize that it is a process and it does take time. Two and a half years later, we're still making little tweaks to things. And you can see that in these samples. First, I'll just point out, don't worry about the content of these. These are just visual examples.

Jennifer Howell: So as you can see in these samples, the first was the very first steering committee update from April of 2020. At that point I had already decided I wanted to do a newsletter type update, but this was prior to the name change and logo development. Same for the second sample. Still, no name change by June, but starting to make the shift to something a little more appealing. And then the first newsletter after the name and close to where we are today. This was in September of 2020, the last month of our planning phase and just in the nick of time for implementation.

Jennifer Howell: So as Lisa was saying before, something that you can start thinking about while you're still in your planning phase, it's never too early. So how did we do it? As I mentioned, this was utilized as it's team building exercise, and I felt it was important to have everyone involved. Everyone brings different ideas and values to the table. And honestly, it was one of the more fun activities in the mad scramble at the end of the planning phase. Initially it just started out as a brainstorming session to come up with different names.

Jennifer Howell: We picked out our favorites and voted on it after a week or two. It started out as a joke, The Caterpillar Initiative, which is not a bad title, but probably not the

best for a program serving an adult majority male population in jail. So that said, just brainstorming those ideas, it did lead us to the current title and it was based on what we really wanted to convey to the community. A caterpillar or a butterfly signifies, metamorphosis and change. So for us leading up to New Dawn that signifies the start of a new day, a fresh start and ultimately a new beginning of all hopeful sunny future.

Jennifer Howell: And from there we move to logo design. So just throwing it out there that the Sheriff's office doesn't exactly have an art or design team. So let me just encourage those of you with meager means that it can absolutely be done with meager resources. Every single document that I'm showing you in this presentation and the logo itself were created in word. The logo is made up of our Sheriff's seal an important component as it's immediately recognizable and not just in Erie County. And we did need the brand to be affiliated with the sheriffs, but unique on its own.

Jennifer Howell: And then just font choices and triangle circle and moon shapes. The background picture is when I took with my phone of Lake Erie and just a little secret before I get called out by someone familiar with Buffalo, Lisa and its relation to the lake, it was absolutely taken at sunset and not sunrise. Next slide please. And some examples for how we use the two different logos. This first one is our flaw-

Jennifer Howell: (Silence)

Lisa Vavonese: I believe that Jennifer may have lost connections, but let's give her one minute to see if she'll be able to come back on. And I do have some notes from her presentation that I could share with all of you, if she's unable to. No, it looks like she's able to get back on.

Jennifer Howell: Sorry. I never lost connection with you. I heard you the whole time. Can you hear me okay?

Lisa Vavonese: Yes, we can.

Jennifer Howell: Perfect. I'm not sure where I cut off. So I'll start again at the top of the slide. And this is just an example of how we use our two different logos. The following slides coming. This first flyer is passed around to our incarcerated population. So it has to be in a principle format. In this document, we did go with BestSelf colors. That was an intentional decision when we were first getting started as a lot of our local justice involved population is familiar with BestSelf and it went immediate credibility before we were really a known entity in the jail.

Jennifer Howell: The second item is a more professional format, and this is the cover page for our year two implementation report, which was distributed to the jail administration and specifically our newly elected sheriff. Next slide, please. And here are our last two monthly updates to our steering committee. This is an oversight committee that we update monthly and we chose to go with a

newsletter format. Something a little more exciting and appealing than a plane, white, boring one page report.

Jennifer Howell: So here's where I get to cheat a little and change the pictures up. So honest to God, Surviving Buffalo Winners is part of our personal identity. And one of the amazing things about our area is that we get to experience all four seasons. So I do take a new picture with my phone every month for the background and then just match up the colors. In general, I would recommend keeping your program colors consistent. So that said, I never change the font or the colors of the actual logo and the format stays consistent as well.

Jennifer Howell: If I'm going to be making changes, they're in small increments. So our content is still recognizable month to month. And if I am making a bigger change, I announce it. So when we launch the new name and logo and changed the format of these updates, I put it in the previous month's update and in our reentry coalition presentation so everyone knew to expect it. And another secret it's really hard to get a sunny picture in the winter sometimes. So the sun in that second picture is 100% pasted in. So just play around your strengths and be creative. It's all about generating interest in your audience. And I believe I am passing it onto Akea.

Akea Daley: Thank you. So thank you for allowing us to share our marketing products. We do have a marketing team, and so we're thankful to have that support, but we work closely with them to communicate what we wanted in the marketing products and so this is what we have. On the left is our program flyer and on the right is our program brochure. And both of which we share with our internal and external stakeholders and the program flyer and brochure. It's also inside of our D.C. jail and our D.C. Reentry Center.

Akea Daley: We developed this slogan, moving communities forward as a part of our branding. For the flyer, we wanted to use bright and inviting colors. We liked the extended hand. We wanted it to communicate to the clients as well as our community members, that they are welcomed to a safe environment where they will receive quality services. We kept the wording on the flyer at a minimum because we wanted to focus in on key pieces of information, such as the services that they will receive the criteria for services and what they can expect once they're enrolled, as well as the contact information.

Akea Daley: Our brochure, which is on the right side is a trifold, which is front and back. We offer more information here. Again, we go in further in terms of the benefits to enrollment, how to access our services, our values, the location address, the hours of operation and contact information. Again, the design has inviting images and bright colors, and we want to communicate to our clients and community hope.

Akea Daley: The colors are consistent on the flyers and the brochure, which is intentional a part about branding. We want folks to see the colors and identify it to the reentry wellness program. And finally, we felt it was important to have images

that reflect and represent the clients that we mostly serve here in Washington, D.C. Thank you.

Lisa Vavonese: Thank you Akea. Very helpful information and thank you to Jennifer as well. We're going to switch over now to section number three, which is specific to funding. And this is a section in our tool kit. And we actually have a question in the chat that's related to funding, and I'll read that for everybody. The question was, 'I am on a county appointed behavioral health advisory board. All 59, California counties have a state mandated board for citizen engagement, voice. Where do I find grants by jurisdiction?'

Lisa Vavonese: And this is a layered complicated response, but I'll go ahead and offer some high level thoughts that I would have initially after reading that question. I'd be curious to know if you're looking only for government dollars or if you might be considering private dollars as well. Because you mentioned state and county, I would mention those are different ways to seek funding than it would be from the federal government. And there's also opportunities for past through dollars that either come from the federal government down to the states or come from the state down to the county.

Lisa Vavonese: Because you have this advisory board, I'm curious if that's a good place to network and start to ask specific questions about funding related to your jurisdiction. And I would also think through, the funding doesn't need to state specifically, this is for the reentry population because there's lots of services that you may deliver to this population. So you may want to think more broadly, what is the service that our client that we're serving really need and consider that as a source of funding as well.

Lisa Vavonese: I also know that many states have different taskforce, boards, councils that are specific to reentry and sometimes networking and being involved in those groups will offer you those opportunities to learn about state and local funding. If you are interested in the private funding, if you go to the toolkit, we actually have a link to an external document that we prepared that talks specifically about private funding from private foundations or corporations. And it does list it state by state. So you could access that if that's something you're interested in looking for.

Lisa Vavonese: Patchwork is really how I would describe when thinking globally about reentry funding is that you may need to look those at federal sources, state sources, county sources, and then potentially private sources as well. Some reentry programs have also been fairly successful. And I think California's actually example often cited of having reentry programs become self-sustaining by going through a process where they're generating revenue themselves. So not an easy question. I probably didn't answer it as, as well as you'd like, which would've been like, check out this website, it's right here for you. But I don't have that answer.

Lisa Vavonese:	But let's move now to section three on funding and talk through some pieces of the toolkit, which are the key components. I mentioned this early on when I was toggling through the toolkit, that who needs to be involved in conversations around this decision about how do we get funding for our program? What do you need to accomplish? In particular, will you have funding gaps coming up? Do you have a specific source of funding that's scheduled to end, or it will only cover part of your program?
Lisa Vavonese:	So understanding that big picture about where your funding's at, and also how to use your program data and evaluation findings to help you succeed in looking for funding. I do think that funding mapping can be an effective tool. It can help you identify and assess what program needs you have. How effectively your current funding is meeting those needs and where to focus efforts to secure additional funding. I think it's important to document this process at the top of the webinar, Dr. Josephine talked about using Excel spreadsheet. They continually updating it when she was so talking about our communications plan.
Lisa Vavonese:	I think that's true for funding mapping. You need to have it documented. So when you come back to look at it three months from now, you're not starting from scratch. You can use a list of spreadsheet or a tracker. It's just something that you'll continually go back to to monitor your thoughts and your strategies for funding. And funding is an ongoing effort. I think that may have came through when I was responding to the question in the chat about funding. It really is something that continually needs to be looked at. So you don't get into a situation where you have a funding gap.
Lisa Vavonese:	So with that, I wanted to toss it over to Jennifer again, to talk a little bit about how you've started on this endeavor of thinking about funding your reentry program.
Jennifer Howell:	Absolutely. So, as Lisa mentioned the third step in the toolkit is funding. And this is an area that we are just now really beginning to explore. Right now, little over a year and a half away from the end of the grant and I [inaudible] feel like we're behind on this discussion, but the best time is now. So utilize and maintain your existing resources, leverage your existing partnerships, look to acquiring new ones and support and maintain your positive relationships. Show gratitude, and give credit where it's due. Look to nonprofits or agencies willing to provide free or low cost services.
Jennifer Howell:	As an example, one partnership that we have is with an agency called the Service Link Stop, which is located around the corner from the jail. And this is a program that began in 2020 administered under the auspices of the Erie County Department of Mental Health. And is a collaboration of reentry providers, government service, and public safety agencies that provide reentry services, community supports training programs, and also cognitive behavioral interventions.

Jennifer Howell: So just one of the ways in which we support each other within the jail, security and our forensic mental health staff often leverage the Service Link through verbal promotion, to the incarcerated population, and also passing out and hanging of their flyers in the housing areas and around high traffic areas in the jail. This boosts the flow of people going through the Service Link and increases the number of people they are able to service. And in turn, they leverage us. They've provided space for our case management team to work, so they are near the jail to meet within custody participants or to provide transport for our newly released participants to housing or other reentry services.

Jennifer Howell: And then we acknowledge them as a partner on all of our promotional materials and presentations. So essentially we give them free advertising space and they provide us with free physical space. Next slide, please. Secondly, promote the good work being done to your partners and stakeholders. Communications and branding play a large role in this. And this is where you can and see how all the pieces of the toolkit will really work nicely together. So consider what you want to highlight and what that particular audience wants to see.

Jennifer Howell: And if you're not sure, reach out to them, and don't be scared to ask. In our last presentation to the reentry coalition, they specifically requested to see pictures of the program in action, and our team members engaging with our participants. So our meetings have been largely virtual since COVID hit, but we have been able to maintain in-person program interactions and it's a hurdle we're first off proud to have overcome. And it's definitely something that the community wants to see. Next slide, please.

Jennifer Howell: Again, these are just visuals, so don't worry about the content of the slide. Other groups might be more interested in seeing your successes through the evaluation of your hard data. So one thing we discuss a lot is how to get this out in presentable formats that are accurate and easy for a varied group to understand. So here are a few examples of the charts included in my last presentation to the reentry coalition and the report on the right hasn't actually been launched yet. But this is something we've currently been drafting with Lisa, and this is soon to be included with our monthly steering committee updates. And by the way, these charts are created on a free account on Venngage. Meet or means. Next slide please.

Jennifer Howell: And then lastly, of course we don't want to rely indefinitely on federal funding, but if it's applicable and you're considering applying for additional grant, consider what's been working and needs to be maintained and what can be improved on. We're in a position now where we're looking for areas to expand. So what does your program need to grow? Do you need additional personnel, physical space or computer equipment to function in this fairly new virtual world we found ourselves in? Look to your team members. Again, everyone is bringing something different to the table and everyone is going to have ideas you might not think of. And it shows everyone that they're valued.

Jennifer Howell: Right now we are exploring opportunities to expand as we have more people interested in programming than we can currently provide services to or who just don't meet the allergy ability requirements for this particular program. So with that in mind, we are looking to take on a larger caseload, expand to other populations, and a primary consideration is additional personnel to handle a larger group of people. So also keeping timelines in the back of your mind with a year and a half left to go on this grant, it would be most beneficial for us to get in on this year's grant cycle, so that the final implementation year of this current grant and the first year planning phase of a future grant coincide.

Jennifer Howell: And we can flow right into the next implementation cycle with no interruption to our primary services or funding. So that concludes my portion of the presentation. And I'd just like to say, thank you to everyone for attending today. I hope you found this information useful and I'm happy to answer any questions in the chat or at the end. I do have one question in the Q&A Lisa, if I've got time to address it.

Lisa Vavonese: That'd great.

Jennifer Howell: Perfect. So the question is, how difficult was the name change and did it happen after registration with fed and state? It did happen after our registration and honestly it really wasn't difficult. We didn't have to do much. Officially, as far as grant reporting purposes go, our name is the original version of what was submitted, but every time we have a narrative report, I make sure that I mention what the new name is. So they know that there's an aka.

Lisa Vavonese: Thank you, Jennifer. And we did save some time at the end for more questions, comments, our panelists to talk amongst each other. I'll just move to a couple that are in the chat, folks were asking for email addresses. I'll pop mine in there. Additionally, someone had asked about the name of the software, Jennifer, that you used to design your programs. And I know you mentioned it was Venngage and there is a free level that you can use to create your flyers pamphlets, your electronic communications.

Lisa Vavonese: I'd also mentioned Canva, has a free account as well. Of course, if you want the super fancy stuff you have to pay for your accounts. We're not particularly endorsing one or the other, just letting you know of a couple options that are out there. I'm aware of Canva and Venngage for creating different types of visuals on your programs. And I don't know if from our panelists, if there was anything that as we were talking or presenting that you'd like to mention back to everyone who has joined us today, and we'll continue to monitor the chat and the Q&A.

Jennifer Howell: I do have another question in the Q&A regarding program evaluation, how we measure our program success. Our primary measure is recidivism. So we are keeping track of that on a county level. And then we also have an agreement on the state level, at the end of our grant term, they will be sending us state data, but we measure in many different ways how actively engaged they are with the

community resources they're getting linked to. How actively engaged they are with our case management team. We have a workbook that they work through and we keep track of their progress on that. Really anything you can think of, we're constantly modifying what we use to determine and program success and progress.

Akea Daley: And I'll add to that Jennifer, in terms of evaluation and how to use it to not only communicate to the community, but also to the staff who are doing the work on the front line the effectiveness of their work. And so after we do an evaluation, we use it on a monthly basis in terms of our supervision meetings, and we're showing them graphs and we're showing them data to indicate you're engaging this client at an X amount rate. This client is improving in these areas. And so job well done, keep up the great work. And then we're also able to see areas that we need to focus a little bit more on as well to improve our program and to focus from those areas. And so it's great as well.

Jennifer Howell: That is such a good point.

Lisa Vavonese: I will note that several of our panelists have put their email addresses as well in the chat, along with mine. I'll also mention if you're interested in a really important piece of sharing your data and evaluation findings, one of our upcoming webinars, we'll talk about storytelling. I think a lot of us may have heard about storytelling in the context of a narrative story about your program, or maybe a participant who's in your program. But the other piece that we're going to talk about is how do you tell the story of your data?

Lisa Vavonese: So you've collected data, you've had an evaluation, what is it you want the audience to know about that piece of data or pieces of data? And you have to tell them, we can't just deliver a graph without telling the audience what we want them to know about this data on this graph. So if you are interested, that is one of the upcoming webinars that's happening this month with BJA's Reentry Month Webinars.

Lisa Vavonese: Well, I will say a final thank you to all of our panelists. This was truly fun to collaborate with you all and put this together. A lot of extra work that I asked of you. So thank you. Thank you. Thank you for your time and sharing your knowledge and your expertise. And if there's no other questions, I think we can sign off.

Jennifer Howell: I do have a couple of other questions that I'll briefly touch on so we can go. It says, do you give a quality feedback from referring partners? We do stay in consistent communication with our referring partners. We have MOUs and MOAs with some of them so that we can communicate about participants that they refer. And the last question I have is to get the word out into the community, what is the most effective way to do this? Really what we've shown in today's presentation with our monthly steering committee updates, putting out flyers, doing presentations to anyone who's willing to hear. And we do do quarterly presentations to our reentry coalition. So that's how we do it.

Lisa Vavonese: Thank you Jennifer. Thank you for monitoring the chat.

Jennifer Howell: You got it.

Akea Daley: Thank you guys. Here in Washington, D.C. we present to our stakeholders. We send out communications as well. One of our or largest referring stakeholder is CSOSA, which is the supervision agency here in D.C. As well as MORCA, which is the mayor's office. And so we make sure to give them updated literature. We make sure to give them updated evaluating data. And then speaking to the executive level, as well as the supervision officers. And so they can understand our program, the services we provide. And so when they're meeting with someone directly, they can say, "Okay, MBI will be a good fit for you and the things that you need."

Lisa Vavonese: And we may have had another question come into the Q&A I'm actually having technical difficulty to toggle into it, so if any of our other panelists can see the questions in the Q&A feel free to answer, it looks like another one did come in. Or perhaps we covered them all.

Akea Daley: I think we did Lisa.

Lisa Vavonese: Great. Well, thank you again to all the panelists and thank you to you all as participants for joining us and listening to our stories today. Have a great afternoon.