



RNCoC Rebranding Work Group Meeting Minutes

When: October 10th, 2024 2:00 pm
Where: via Teams
Who: RNCoC Rebranding Work Group
Why: To discuss the RNCoC Website

Present Members:

Roxanne Peterson, New Frontier
Mary Jane Ostrander, Carson City Health and Human Services
Jackie Rhea, Advocates to End Domestic Violence
Dawn Tann, DPBH Rural Clinics
Jessica Barlow, Nevada Outreach Training Organization, No To Abuse
Jessica McCutcheon, Nevada Outreach Training Organization, No To Abuse
Lourdes Perez, Nevada Rural Housing Authority
Wendy Nelson, Frontier Community Coalition

Brandon Hallauer (WWI)
Jordan Ernst (WWI)

1. RNCoC Website:

Summary:

Jordan updated the group with a walkthrough of the current content on the RNCoC website. Participants contributed ideas for the site's Home Page, such as incorporating a brief explanation of the Continuum of Care, information on the two other CoCs, what the CoC covers, and changing the color of the coverage map. Participants suggested adding engaging testimonials from individuals who have experienced homelessness and providing clear definitions of available services under the About Homelessness tab. The group also considered adding a responsible giving presentation in the "Get Involved" section to guide donations toward agencies offering comprehensive support.

The group moved onto the Contact Us page and agreed it looked good the way it was. Brandon discussed the events page, inviting suggestions for additional tabs and content. Jazzmine proposed including links to each county so that site visitors can find county-specific events. Mary Jane suggested adding upcoming conferences, while the group recommended changing the sidebar menu to conference, training, technical assistance and providing links to resources in the middle for each menu option on the left for improved navigation. The necessity of an "About Us" page was debated, and the group decided it was best to remove it. Jazzmine suggested including a mission statement and bios of board members, potentially relocating this information to the RNCoC Structure tab.

Participants discussed the Resources page and the information they would like to see. Jazzmine suggested including ESG and CoC written standards, ESG resources, links to the HUD exchange, the HMIS user manual, and the SAGE CAPER reporting manual. Roxanne suggested gathering general feedback through a brief survey to identify areas for improvement. The group discussed the Coordinated Entry tab and agreed it identified the information needed.

Participants reviewed the Local Competition tab and identified that after the local competition, the page should not be taken down but should include a statement that it was not currently open for new and renewal applications. The group discussed the structure tab and identified information that should be included, such as board seats, open seats, CoC and ESG-funded agencies, membership applications, and a CMIS description and link.

The meeting concluded with discussions on branding, including the creation of a catchphrase or tagline for the organization. Jazzmine proposed various options. The group debated the effectiveness of the phrases and ultimately landed on "Hope on the Horizon: Empowering Lives in the Heart of Nevada."

The group discussed scheduling the next meeting and decided to have WWI send out a doodle poll once edits have been made to the RNCoC website.

Next Steps/ Action Items:

1. WWI will make updates to the RNCoC Website.
2. Jordan will send out a doodle poll once corrections have been made.