Strategic Communication Training

Day One • Aug. 2 • 10:00 a.m. to 4:30 p.m.
Facilitated by Dan Prather, Director of the Center for Nonprofit Leadership at Drury University
Assisted by Kerri Voyles and Jessica Long of Missouri CAN

Creating a Community Action Strategic Communication Plan (Workshop Format)
Utilizing the Missouri Community Action Network model, agency staff will create the basic outline of a communications plan. Participating staff should bring copies of their agency's guiding documents such as a strategic plan if possible. It will be necessary to identify the mission and vision of the agency and tie that information to the agency's overall objectives as identified in the strategic plan. This will be an interactive workshop based upon each agency's goals and needs. It is suggested that agencies bring a sample of their current communications materials such as annual reports, newsletters, etc.

Next Steps for Your Agency's Plan
The second session of the day will go over how to conduct the internal and external analysis needed to ensure that your new plan meets the needs of your agency. In addition, we will cover how to create and implement an action plan and timeline.

Day Two • Aug. 3 • 8:30 a.m. to 3:00 p.m.
Platforms and Skill Sets 101

Website Development - *presented by Rebecca Gordon, Owner/Founder of Rebecca Gordon Group*
- Website Best Practices
- Basic Terminology - What is SEO?
- Next Steps - Finding a Developer or Doing it Yourself

Social Media - *Brianna Smith, Adjunct Professor of Social Media Strategy, UMSL*
- The Why - importance of social media & strategy
- The What - choosing the right content and platforms
- The How - practical tips for implementation, including social advertising

Media Relations - *presented by Daryl Dewey*
- News releases
- Interviews
- Building relationships with the press

Design Fundamentals + Print Media - *presented by Kerri Voyles, Missouri CAN*
- The Why - the power of good design
- The What - design best practices
- The How - practical tips & resources with print emphasis