



Juvenile Justice Vision 20/20 Communications Plan

PURPOSE

The purpose of the Communications Plan (CP) is to provide a ***coordinated strategy*** for Juvenile Justice Vision 20/20's (JJV2020) communication with members, partner organizations and associations, the juvenile justice community and the public.

MEMBERSHIP COMMUNICATIONS

Action Team Participation: JJV2020 advances business practices and organizational improvements through its action teams and related subcommittees. All members are welcome and encouraged to participate on any action team. Action team participation provides ongoing forums for the exchange of ideas; work toward the completion of identified priority projects; and for ongoing communications with membership.

Blast Membership Email: The President must approve emails sent to the membership. Blast emails will be used to:

- Promote JJV2020 meetings and trainings;
- Survey members upon approval;
- Communicate with members upon approval from the Executive Team.

New Members: Each person who joins JJV2020 will receive a welcome letter in addition to the most recent copy of the Strategic Plan and At-A-Glance documents.

Meetings/Events: Meeting notices will be distributed via email. This communication will indicate meeting location, dates and activities for each event.

Dissemination of Action Team Reports: All reports/documents created by actions teams must be reviewed and approved by the Executive Team prior to dissemination. The Executive Team or its designee will distribute reports via email and/or post on the JJV2020 website, as appropriate. Distribution lists for any such documents must be submitted to the Executive Team for review and approval.

INTRANET AND PUBLIC WEBSITES

Goals and Responsibilities: The sites provide JJV2020 members with the most current JJV2020 information and allows for communication among members. The Executive Team is responsible for ensuring the intranet site remains accurate and current. The scope of this responsibility includes, but is not limited to:

- Content
- Timely Maintenance
- Ensuring the accuracy of action team updates, materials, etc.



Frequency: The sites are updated regularly. Updates may include the following postings:

- Membership-Wide Meetings: Dates, times, locations, agenda, etc.
- Latest News Postings: Timely posting of all relevant association news and announcements
- Action Team Progress Reports: Final reports submitted for bi-annual meetings
- Any final reports created by action teams that have been reviewed and approved for dissemination by the Executive Team.

Action Team Pages: Action Team Leaders will be responsible for maintaining individual action team pages. This may include, but is not limited to:

- Meeting and conference call dates and times
- Meeting minutes
- Priority project updates
- Reports.

TITLE

The proper organization title, Juvenile Justice Vision 20/20, should appear on each communications piece. Juvenile Justice Vision 20/20 may be abbreviated to JJV2020 in a document only after the full title is referenced. The abbreviation may also be used for informal (i.e. emails, memos), internal communication among Juvenile Justice Vision 20/20 members.

LOGO

Juvenile Justice Vision 20/20's primary logo or signature consists of the "Earth" (logomark) and the words "Juvenile Justice Vision 20/20" (logotype).



JUVENILE JUSTICE
VISION 20/20

Logomark:



Logotype:

JUVENILE JUSTICE
VISION 20/20

Logomark: The "Earth" logomark may be used alone only when the complete primary logo (logomark and logotype), as referenced above, is used somewhere else on the piece. The logomark must not be altered or used as part of a logo or design.

Logotype: The logotype may not be used without the logomark. The logotype may only appear as a part of the complete logo. Never use the JJV2020 logo in any form in a line of text. Replicating the logotype in a different font is prohibited. .

Logo Display Requirements: Juvenile Justice Vision 20/20 should be clearly and prominently displayed on the front of each communications piece with a primary JJV2020 logo as identified in this guide. Although the logo can be resized it should not be distorted or altered. The logo should not be placed where a hole-punch or binding may interfere with it. For reports, if there is a standard cover for Juvenile Justice Vision 20/20 reports or documents, it is necessary to use the standard cover which includes the logo as stated above.

Dimensions Standards: The logo (which consists of the logomark plus logotype) MUST measure at least 1.5 inches wide. Always provide space around the logo free of typography, graphics, or other distracting elements.

SURVEYS

Purpose: Surveys are generally utilized to further a specific priority project. Surveys can be regular/reoccurring or sent on an as-needed basis. Prior approval by the Executive Team is required prior to disseminating all surveys.

Survey Services: JJV2020 utilizes the services of SurveyMonkey through a paid subscription.

Requests to Survey Membership or Outside Groups: All requests to survey the JJV2020 membership must be approved by the Executive Team following demonstration of the survey's purpose and goals. Requests may come through action teams leaders. The following rules apply to the use of surveys for the purpose of completing priority projects:

- **Pre-approval.** Each request to survey JJV2020 members must be fully documented and detail the survey purpose and goals in addition to the intended use of the data results;
- **One-time only basis.** Each approved use will be for a one-time only basis;
- **Method.** The Executive Team will decide what method will be utilized, i.e. blast email, posting on JJV2020 intranet site, etc.
- **Survey results.** A written report or analysis of the information gathered is required to be submitted to the JJV2020 Executive Team within 60 days of the survey end date, if appropriate.

Survey of JJV2020 Membership by Professional Partners or Other Organizations: Generally, JJV2020 will not provide use of its membership list to other organizations for survey purposes. However, organizations may request permission of the Executive Team to survey its members. Through such request, the outside organization should, at a minimum, demonstrate:

- 1) Membership value through survey participation;
- 2) Survey compatibility with JJV2020's core tenet, goals and objectives; and
- 3) Its organizational commitment to the advancement of the field of juvenile justice.

The following rules apply to the use of JJV2020's membership list by an outside organization:

- **Pre-approval.** Each request to survey JJV2020 members must be fully documented detailing the survey purpose and goals in addition to the intended use of the data results;



- **One-time only basis.** Each approved use will be for a one-time only basis;
- **Method.** The Executive Team will decide what method will be utilized, i.e. blast email, posting on JJV2020 intranet site;
- **Survey results.** A written report or analysis of the information gathered is required to be submitted to the JJV2020 Executive Team within 60 days of the survey end date, if appropriate.

Frequency: Surveys should be kept at a minimum, and, if possible, combined to limit the number of requests of the JJV2020 membership. To avoid information overload, all surveys will be coordinated through the Executive Team to determine the number and/or frequency of surveys delivered to JJV2020's membership.

Survey Results: A summary of all survey results will be shared with the JJV2020 Executive Team. An historical database of all membership surveys should be maintained including date, purpose of the survey, a breakdown or summary of the results, conclusion and recommendations supported by the survey results and any action taken. Consideration may also be given to sharing survey results with JJV2020 membership.

EXECUTIVE TEAM COMMUNICATIONS

JJV2020 Executive Team communication is inclusive of all members in an effort to ensure transparency, facilitate information flow, and reinforce JJV2020 goals, objectives and consistency in order to advance the organization's common purpose of improving Michigan's juvenile justice system.

The Executive Team shall hold a minimum of six face-to-face meetings during each year. In addition to face-to-face meetings, the Executive Team shall convene a minimum of six conference calls each year. The Executive Team may further utilize a separate page available through JJV2020 sites to assist with internal communication.

COMMUNICATIONS PLAN AUDIT

The Executive Team will evaluate the effectiveness of its communications efforts and the relevancy of this plan at least once every two years.