

IIJIS OUTREACH ACTION PLAN

Action Item	Assigned	Date Assigned	Date for Completion	Status
Database of all stakeholders that could be sorted by official position, region, champions status, and industry/affiliation	ICJIA/IIJIS Staff	10/08/03	Ongoing	Turned over spreadsheet files containing contacts for sheriffs, court clerks, chief judges, city managers, state's attorneys, county board chairs, General assembly reps and senators, mayors, police chiefs, probation directors, and public defenders; no new targets added; Myrent agreed (10/23) to have staff update existing association/officials contact list and add county, judicial district and champion designations
List of Constituents to be targeted w/in 1 year	Presentations	10/08/03	4/20/04	Original list on Integration flyer; categories to add include bar associations, civic groups, chambers of commerce, potential funders, municipal leagues, court administrators and emergency management boards.
Further develop the goals and objectives of the committee	CCC Staff	10/08/03	11/24/03	Approved by committee 11/24/03
Identify the lead champions and local champions state-wide	Presentations	10/08/03	10/29/04	
Update the marketing packets and presentations	Educational Materials	10/08/03	4/20/04	Packet w/power point, champion letter & response card to IIJIS Board on 2/11/04
Prepare a marketing piece about integrated justice accomplishments to date	Educational Materials	10/08/03	4/20/04	Draft presented to 1/20/04 meeting.
Make contact with every legislator	Presentations	10/08/03	10/29/04	Resolution drafted; Report to Governor in process.
Meet with the leadership in the legislature	Presentations	10/08/03	10/29/04	
Present to the criminal justice enterprise associations	Presentations	10/08/03	10/29/04	3 types of meetings 1) state-wide associations

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				2) one-on-one and 3) regional meetings led by champions
Update the marketing plan	CCC Staff	10/08/03	1/26/04	To go to IIJIS Board mtg. of 2/11/04; Myrent agreed to help bench mark efforts with Minnesota
12 month plan of action	CCC Staff	10/08/04	1/26/04	To IIJIS Board mtg. Of 2/11/04
Subcommittees (Presentations, Educational Materials and Media Strategy) are to meet before November 24 th Outreach meeting	All subcommittees	10/08/03	11/24/04	All complied
Reach out to AOIC, State's Attorney and IEMA about participation on Outreach Committee	CCC Staff	10/08/03	4/20/04	Mtg. held w/AOIC; State's Atty rep on board 1/20/04; ISP contacting IEMA
Letter and Response Card to potential local champions	Presentations	11/7/03	3/8/04	Draft presented to full committee and Board
Power Point Presentation	Educational Materials	11/7/03	3/8/04	Draft presented to full committee 11/24/03; To board 2/11/04
One-pager What is integration/Benefits	Educational Materials	11/7/03	4/20/04	Changes proposed 12/4/03; reviewed 2/24/04
Campaign targeting funders to sign off on the principles of integration		11/24/03		Wait on Funding Comm.
Draft Resolution for State Legislature to support concept of integration	CCC Staff	11/24/03	4/20/04	Draft completed 2/24/04
IIJIS Logo Updating	Educational Materials	11/13/03	3/8/04	Draft logo approved to move to full Outreach committee 1/20/04; to Board 2/11/04
Post-it Notes Proposal	Educational Materials	11/13/03		Full Committee approved concept 11/24/03; funding needs to be secured
One-pager National/Local Integration Efforts	Educational Materials	10/8/03	4/20/04	R. Lombardo drafting from existing document; Discussed 1/20/04
IIJIS e-newsletter	Educational Materials	11/13/03	3/8/04	Draft in process. Suggestion to issue first e-newsletter after Feb. 11, 2004 IIJIS Board Mtg.
Stakeholder Communication w/IIJIS Board and Committee Chairs	Educational Materials	11/13/03	3/8/04	Suggestion that e-newsletter serve as primary vehicle; e-newsletter will drive

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				stakeholders to website where they can comment on proposals. To Board 2/11/04
Review IIJIS Website for content, searchability, and look and feel	Educational Materials	11/13/03	1/20/04	Comments to IIJIS/ICJIA staff; searchability improved
Video for Presentations	Media Strategy	11/24/03		Resource discussion.
Half hour cable show on Integration	Media Strategy	11/24/03		Resource discussion.
Media Strategy and Budget	Media Strategy	11/24/03	4/20/04	Draft prepared for discussion 1/20/04
Hire Public Relations Specialist	Media Strategy	11/24/03		Resource discussion.
Develop stories and press clippings to support business case for integration	Media Strategy	11/24/03	Ongoing	Ideas discussed at Educ. Materials – D. C. Sniper case and Indiana Gacy-like case
Identify key legislative and policy positions to promote	Media Strategy	11/24/03	2 nd Quarter	Need input from Policy and Technical
Identify IIJIS Board and Committee members to meet with key position holders	Presentations	11/24/03	3 rd Quarter	
Distribute information packets to and educate identified champions	Educational Materials	11/24/03	2 nd Quarter	
Set up and coordinate educational opportunities with identified audiences	Presentations	11/24/03	2 nd Quarter	
Develop marketing pieces that illustrate return on investment or cost benefit analysis	Educational Materials	11/24/03	2 nd Quarter	
Develop marketing pieces that answer “Why Illinois, Why Now?”	Educational Materials	11/24/03	3 rd Quarter	
Set up public hearings on relevant deliverables/issues related to plan	Full Committee	11/24/03	On hold	Hold for future agenda
Develop IIJIS conference that ratifies standards and policies	Full Committee	10/08/03	On hold	Hold for future agenda