# BFZ SM Coalition Monthly Meeting: November Notes

*Wednesday, November 22, 2023 | 3:00 PM ET*

## ATTENDEES

- Michelle Shelton - Central MS CoC
- Mackenzy Foley - Changing Homelessness, Jacksonville
- Maura Thurman – Homeward Bound, Marin County
- Garshét Hackett – Baltimore Mayor's Office of HOmeless Services
- Berta Maldonado – Partners in Care Oahu
- Valentina Caro – Bethesda Cares

## AGENDA

- Icebreaker
  - Favorite social media toolkits
- CS/BFZ Updates
  - Monthly digital trainings from Clavis
    - Join us for algorithms and copywriting on November 30 at 1:30PM ET
    - December: Short-form video and platform deep dives
    - January: Canva best practices and ADA-accessible content
  - [New video explaining Quality I](#)mprovement
  - REQUEST FOR CONTENT!

- - - ■ VA wants to feature women or LGBTQI+ folx who have used VA services and/or feature any system improvements that have increased access to services for these populations.
    - ○ Prepare for the 2023 AHAR
      - ■ Webinar on November 27: [Harnessing data and communications to shift your local narrative on homelessness](#)
        - ● 11 a.m. - 12:00 p.m. PST / 2 - 3:00 p.m. EST
        - ● San Diego Peer Learning Spotlight: Hear from Tamera Kohler, CEO of The Regional Task Force on Homelessness, to find out how her team [designed and distributed a user-friendly HMIS data report](#) that is easily shared via social and traditional media. They collaborated with local stakeholders and media to convey the full picture of homelessness in San Diego.
        - ● New [Communications Hub](#) Resources Review: Discover how to communicate about your local Point-in-Time count results as we anticipate HUD's release of the 2023 Annual Homeless Assessment Report. Resources include case studies from Metro Denver and San Diego, messaging templates, and outreach materials.
      - ■ BLOG: [What is the point in time count?](#)
      - ■ BLOG: [Guidance for journalists on how to cover the Point-in-Time count](#)
      - ■ BLOG: [Yes, there's a better way to measure homelessness than the annual point-in-time count](#)
      - ■ BLOG: [Gathering real-time data is the first step to ending homelessness](#)
      - ■ What other resources would be helpful for you?
- ● Partners
  - ○ CTAs/ideas/anything to uplift?
    - ■ Central MS CoC – Don't believe the hype, see the human campaign #dontbelievethehype #seethehuman
    - ■ Bethesda Cares – Housing First
    - ■ Changing Homelessness – December = Make a Difference, more than just monetary
      - ● January – launching landlord engagement campaign #rentingtomakeadifference #landlordswhoadvocatehousing #landlordschangelives
    - ■ Homeward Bound of Marin – series of videos
    - ■ Baltimore MOHS – launching two programs on Friday Nov. 17
      - ● Home for the holidays – interview recently housed clients
    - ■ Hawaii – inspiration: [https://www.youtube.com/watch?v=xckluDkKJx4](https://www.youtube.com/watch?v=xckluDkKJx4)
- ● Content
  - ○ What's to come – heritage months to keep in mind, etc.

- November 28: Giving Tuesday
- December 5: International Volunteer Day
- December 10: Human Rights Day
- December 21: Homeless Persons' Memorial Day

## NEXT STEPS