



Memorandum: Communications Workgroup Policies and Procedures

From: Moe Wright, Leadership Board Co-chair

To: Leadership Board

April 10, 2025

During the March 20th Leadership Board meeting, the Board approved the creation of a Communications Workgroup and instructed an ad-hoc Committee to draft procedures for the workgroup. The ad-hoc Committee consisting of Moe Wright, Nic Ming, Elsie Lee, Caroline Topeé, and Ms. Shelley Gonzalez met on April 7th and drafted language for Board approval. With this memo is the proposed language to add to our Policy and Procedures document.

This language will be discussed and set as an action item for the meeting of April 17th. If approved, the Nominations Committee will begin the process of filling the seats on the workgroup for approval in May or June.

Communications Workgroup Policies and Procedures

Purpose: The purpose of the communications workgroup is to develop and communicate narrative that supports the CoC's mission to end homelessness in Alameda County. The Communications Workgroup will initiate programs, statements, campaigns, strategies, etc. that support the mission and vision of EveryOne Home, the collective impact initiative and Continuum of Care of Alameda County.

The Workgroup is designed as an agile, action-focused group to respond effectively to urgent needs and public discourse. The workgroup will ensure that communications are community-informed, transparent, evidence and data-driven, and aligned with legal and organizational frameworks.

Membership: Suggested membership (5-7 members)

- a. Members will be nominated by the Nominations Committee and will serve three-year terms.
- b. At least three members will also be existing members of the Leadership Board.
- c. This workgroup will follow the membership guidelines set by the EveryOne Home Governance Charter.

- d. Members of this workgroup should have an interest and/or expertise in systems communications, narrative, storytelling, communications strategies, and creative problem-solving.

Meetings: The Workgroup will meet monthly to carry out regular business and it is also empowered to meet without notice if a response is needed to answer a pressing public concern about the activities of EveryOne Home.

Public Release Policy: Any statement drafted by the Workgroup must be sent to the Leadership Board members for review 24 hours in advance of release to the public. This communication is not a vote. If no response is received within 24 hours, the Workgroup will assume no objections and proceed with public release.

If a minimum of five members raise an objection to the release of the materials, a meeting of the full Leadership Board can be called to vote on the wording and release of a proposed statement.