

SUSTAINABILITY PLAN

In order to promote the sustainability of the Idaho Coalition Against Identity Theft (ICAIT), the following action items will be completed during the months of September 2012 through December 2012.

- 1) Complete development of the coalition website. Launch and promote the website.
- 2) Schedule and hold bi-monthly meetings.
- 3) Engage in community outreach to raise awareness of the Coalition
 - a. Utilize social networking including Facebook and Linked In
 - b. Send out another set of "invite" letters to community members and include Coalition materials and website
 - c. In-person outreach. Each person on the Outreach and Education subcommittee will drop off materials with one potential Coalition member/partner during this time frame.
 - d. Provide "Certificates of Membership" that Coalition members can hang in their offices (if they choose to)
- 4) Appoint leadership.
 - a. Will nominate and appoint, at the November meeting, a Coalition Director (Sunrise or Will), A Communications Director, a Community Outreach Director (Todd, Will, or Aspen), and a Membership Director (Will or Todd).
- 5) Develop a Vision and Mission Statement.
 - a. Will be based on these themes:
 - i. Public education/awareness
 - ii. Assistance to victims
 - iii. Inter-agency coordination and information sharing
 - iv. Training
- 6) Develop Three Specific Coalition Projects
 - a. Speaker Bureau
 - b. Plan bi-annual ID Theft Seminars statewide
 - c. Outreach and networking with other state Coalitions and ID theft groups in Canada and Mexico