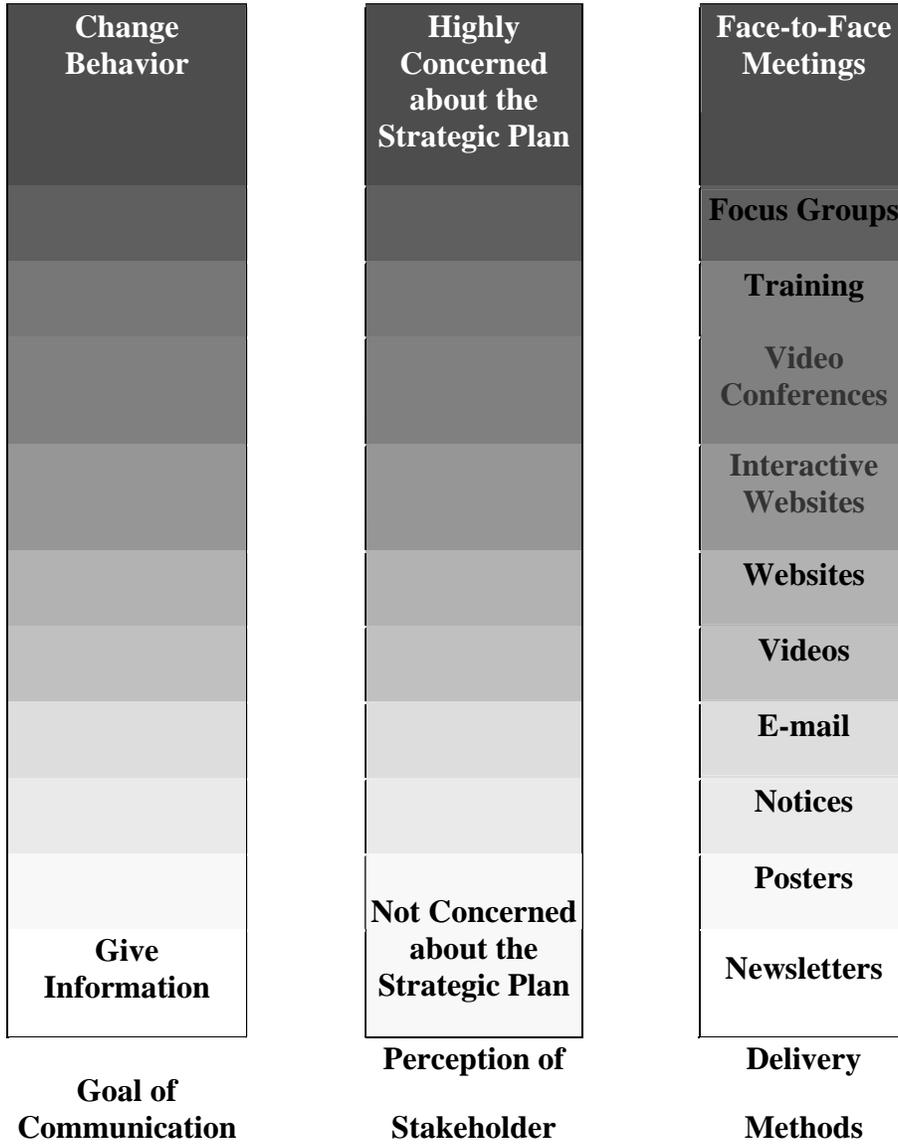


Worksheet 6.2

Stakeholder Information Delivery Range



Highly interactive delivery methods

- Create processes to keep key project team members informed of progress, such as a list serve, updates provided at the beginning of each group meeting, etc.
- Develop training modules that highlight the key components of the strategic plan, as well as its impact on specific constituencies (i.e., 60-minute, 90-minute, and lengthier, detailed modules).
- Prepare briefings for legislators and/or executive branch staff on a regular basis to keep them informed of any progress, allow opportunities for input, and link strategic plan findings to the need for legislative reform (if applicable).
- Conduct presentations about the strategic plan for conferences, coalition meetings, agencies, etc. that reflect its application to the specific audience.

Moderately interactive delivery methods

- Engage the media by distributing press releases about the purpose of the planning process; its goals and objectives; who is involved in the process; and the outcomes (including their benefits to victims and the communities in the media's jurisdiction).
- Hold a press conference to discuss the strategic plan and/or its progress on meeting milestones.
- Conduct periodic audio or video teleconferences to provide status reports about the planning process.
- Develop a web site that provides:
 - ♦ An overview of the strategic planning process (including goals, objectives, and project timeline).
 - ♦ Information about who is involved and in what capacity (i.e., leadership, advisory councils).
 - ♦ Progress reports.
 - ♦ Summaries of key findings as they are obtained.
 - ♦ Copies of data collection methodologies that can be replicated by local jurisdictions and agencies (such as survey instruments, focus group discussion guides, evaluation tools, performance measures).
 - ♦ Links to other web sites that contain information about strategic planning and related victim issues.
 - ♦ Capacity to "contact us" with questions.

Less interactive delivery methods

- Project-specific letterhead that includes the mission statement of the overall project.

Worksheet 6.2, continued

- Create constituent-specific listservs (i.e., crime victims, victim service providers, legislators, justice officials) and e-mail periodic updates, with opportunities provided for feedback.
- Provide periodic written updates in areas that key stakeholders access regularly, such as:
 - ♦ Agency or coalition web sites.
 - ♦ Agency internal “intranets” of staff and volunteers.
- Create a quarterly newsletter that features updates about the strategic planning process.
- Develop a summary brochure that highlights the components of the strategic plan.
- Prepare a detailed summary of the overall strategic plan, as well as an “executive summary” that can be used to inform and educate key stakeholders.