From: Tracey Childers <tchilders@wncap.org>
Sent: 3/7/2017 10:51:56 AM
To: Jesse Michel <support@prcapps.com>
Cc: ctugman <ctugman@ashevillenc.gov>
Subject: Re: [#64867] Digital Communications for Homeless Coalition

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Hey Jesse and Christiana~
We are trying to get the Facebook page associated with the Coalition up and going again. Jesse, will you be able to stay for an extra minute or 2? Still no admins found. Christiana, you are my last resort for mystery admins https://www.facebook.com/Asheville-Homeless-Coalition-114753055240082/
There's a website link that takes you to an error page for The City. http://www.ashevillenc.gov/404.htm?aspxerrorpath=/residents/housing/homeless/default.aspx
Is there any way to take over as admin through Facebook? If we created a new page we could retitle it maybe Buncombe/Asheville Homeless Coalition.

I apologize for this being a rushed email. See you guys soon!

Tracey Childers / Prevention
Western North Carolina AIDS Project (WNCAP)
Local: (828)252-7489 ext. 312 / Long distance: (800)346-3731
Cell: (828)275-7008

---- On Fri, 17 Feb 2017 10:13:47 -0500 **Jesse Michel <support@prcapps.com>** wrote ----

> Hi Tracey,
>
> No problem, and just to cover all of our bases, I did set up a page here: https://www.facebook.com/Asheville-Homeless-Coalition-1857207401218497/
>
> Let me know if we need to change the name. If we can't find the existing account owner, we can just move forward with this one.
>
> Thanks!
>
> Jesse Michel
> PRC Application
> jesse@prcapps.com
>
>> On Mon, 13 Feb at 8:31 AM , Tracey Childers <tchilders@wncap.org> wrote:
>> Richard Leatherman was also a no go. He suggested looking through the notes. I will try to put this in my schedule.
>>
>> Tracey Childers / Prevention Supervisor
>> **Western North Carolina AIDS Project (WNCAP)**
>> Local: (828)252-7489 ext. 312 / Long distance: (800)346-3731
>> Cell: (828)275-7008

---- On Sat, 11 Feb 2017 11:03:37 -0500 **Tracey Childers <tchilders@wncap.org>** wrote ----

Hey again Jesse,

Brian was not the admin. I reached out to Richard Leatherman but I am not sure if this will lead to anything. One more attempt may be Christiana. She kinda knows everything. If there aren't any leads by early next week I say go ahead and ask to become an admin, if that's an option.

Thank you again for your work!

Tracey Childers / Prevention Supervisor
Western North Carolina AIDS Project (WNCAP)
Local: (828)252-7489 ext. 312 / Long distance: (800)346-3731
Cell: (828)275-7008

---- On Wed, 08 Feb 2017 11:33:27 -0500 **Jesse Michel <support@prcapps.com>** wrote ----

Hi Tracey,

Thanks! And just to be clear, we are committed in taking on the bulk of the work until we can hand it off to your team. We can make a plan for this that includes training.

In terms of Facebook, yes, if you can put me in touch with the previous admin, they can add me as an admin on the page and we can take it from there. As stated previously, we can create a second, new page, but this may cause confusion.

If you can put me in touch with Brian, that would be hugely helpful.

Thanks!

Jesse Michel
PRC Application
jesse@prcapps.com

On Wed, 8 Feb at 11:11 AM , Tracey Childers <tchilders@wncap.org> wrote:
Hi Jesse~
You are incredibly kind to get back in touch so soon. While home last night I took a minute to look over the Facebook page and the last activity was from 2010! I am in contact with Brian Alexander, previously the ED of Homeward Bound and possibly the admin for the page. I will reach out to him to see if he remembers who the admin of the page. Would this be helpful to get reconnected with the previous admin? Is there a method for overriding that is more simple or were you thinking of starting a new page? The other components of the communication strategy suggestions sound awesome! As you also suggested though, it will require some additional energy and time designing these tools. We'll start with the Facebook part and move on from there. Sioux Free is thinking of transitioning from her role in the Coalition. The next individual will hopefully be as connected in the community as Sioux is and also have the want to assist in the information distribution discussed in this email.

Thank you again for your continued energy and offer of helping organize and distribute needed information.

Best,

Tracey Childers / Prevention Supervisor
Western North Carolina AIDS Project (WNCAP)
Local: (828)252-7489 ext. 312 / Long distance: (800)346-3731
Cell: (828)275-7008

--- On Wed, 08 Feb 2017 10:22:30 -0500 **Jesse Michel <support@prcapps.com>** wrote ---

Hi Tracey,

I just wanted to touch base regarding the homeless coalition digital communications strategy. I'd love to get Code for Asheville involved on this effort. I see this as a multi-pronged approach to making the HC leadership team's lives easier, and offering additional resources for outreach for the various participating organizations. My recommendations are below:

1. Dedicated Facebook Page - We will provide a liaison to assist in marketing and communications for your future events, and coordinating communication and announcements from the organizations who are involved.
2. Forms for Information & Announcements - I would recommend setting up google forms to gather information for each of your organizations. This would include basic information about their point of contact, area and type of service, a brief description, and any additional dimension that you feel would be applicable (things like whether they cater to sex offenders would be one example). I would also want to set up an easy way for your members to send us information about upcoming events or announcements that we can then flow into Facebook.
3. Digital Directory - I would recommend a publicly available spreadsheet that we regularly update to provide easy access to your participating organizations.
4. Newsletter (Phase 2) - We would like to set you up with a Mailchimp account and have your members sign up to disseminate important information from the Homeless Coalition and announcements from its participating members.
5. Training - We would work with the leadership team and grant you admin access to any applicable platforms to ensure that you're able to use and easily update the information. Although I foresee us taking on the primary role for the work on this, it will be essential for your team to be familiar with the various features we set up.

Down the road I'd like to set you up with a dedicated website for the Homeless Coalition, which will provide you with the necessary tools to provide a full warehouse of resources and mechanisms for communication, but I think starting with the more simple recommendations above would be a quick and easy way to get started.

Please let me know if you have any concerns or considerations. I've put this on the agenda for Code for Asheville's Community Meetup on Thursday (if you or any HC members would like to attend, you are always welcome, further information is here).

We've been wanting to get you set up with this for some time so I'm excited to actually get started with this effort. One thing to mention is that I do see an Asheville Homeless Coalition Facebook account. It's not a huge issue to start a second one (I believe we could transfer over the name in the future if we can get in touch with the person who started the original one). But if you know of someone in the organization who has the "keys" to this Facebook page, it would be awesome to be able to take it over and may avoid confusion.

Thanks so much! Please let me know if you have any questions.

Jesse Michel
PRC Application
jesse@prcapps.com