APPENDIX C

Work Plan
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<th>Timeline</th>
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| Year 1  | Compile and design communications toolkit specific to Arizona | • Consistent messaging  
• Professionally designed materials  
• Flexibility in pieces for targeted communications  
• Email and print versions  
• Version for grassroots  
• Version for rural and tribal | Staff to compile information  
Design support | All & Innovation |
| Year 1  | Develop partner tracking system | • Able to report on touch points  
• Reminders for follow up  
• Can combine outreach without overlap | Staff to develop what specifically needs tracked  
May need to get software for efficiency or coder | 1 & 2 |
| Year 1  | Convene Champions | • Connect with individuals to start grassroots campaigning | Staff to convene and invite  
Perhaps need facilitator/trainer on advocacy work | 2 |
| Year 1-3 | Convene Additional Committees | • Bring connection to tribal communities  
• Bring an equity lens to work | Staff to run committee  
Board representation | 3 |
| Year 1-3 | Meetings | • Introduce or re-introduce ourselves and our capacity  
• Make ourselves available as resource  
• Become a helping hand to agencies/partners we want to leverage later  
• Lift up quality at every opportunity | A lot of staff time perhaps some Board engagement as well.  
Perhaps some introduction help | All & Innovation |
| Year 2  | Reassess toolkit from year 1 | • Able to move messaging forward  
• Identify even narrower targeting  
• Have a specific ask for each audience | Staff to edit and design support | All & Innovation |
| Year 2  | Reassess Quality Standards | • Add an equity lens  
• Update or supplement standards with equity pieces | Staff to convene and facilitate discussion  
Designer to put pieces together | 3 |
| Year 2  | Meetings | • Go in with specific ask for each agency/partner related to quality in school-age OST | A lot of staff time perhaps some Board engagement as well. | All & Innovation |
| Year 3 | Convene a group | • Bring together related agencies/partners from work of last two years  
• Build a coalition to voice the work moving forward | A lot of staff time perhaps a facilitator | 1 & 2 |
|---|---|---|---|---|
| Year 2-3 | Develop action plan | • Be prepared to move forward with coalition  
• Become the leading voice | Staff to develop | All & Innovation |