# Yolo Children’s Movement
## FY14/15 Work Plan

<table>
<thead>
<tr>
<th>Major Category/Task</th>
<th>Activities</th>
<th>Deliverables</th>
<th>Due Date</th>
</tr>
</thead>
</table>
| 1. Create Inventory of Services and Dollars Targeting Yolo County Youth (Yolo Children's Budget) | 1. Recruit members of YCM Steering Committee to provide guiding direction to Yolo Children’s Movement  
2. Utilize partnerships with County, non-profits, service organizations and school districts to determine:  
   - Number and type of programs serving children (0-18)  
   - Number of children reached through services  
   - Amount spent on services for children (0-18) | • 7-15 YCM Steering Committee Members Recruited  
• Yolo Children's Budget | September 2014 through March 2015 |
| 2. Convene Children’s Workshop | 1. Establish Children’s Workshop planning committee to determine: date, location, program, speakers, materials, etc.  
2. Promote event & register attendees  
3. Share Children’s Status Report and Children’s Budget with business partners, civic leaders, parents, grandparents, providers, educators, elected officials and advocates at a | • 200+ individuals attend Children's Workshop  
• Children's service needs are identified and prioritized | April 2015 |
### Children’s Workshop

4. Workshop participants review Children’s Status Report and Children’s Budget
5. Workshop participants prioritize needs, and determine strategies to impact identified needs

### Create Yolo Children’s Agenda

1. Analyst reviews priorities from Workshop
2. Steering Committee finalize Yolo Children’s Agenda
3. Agenda is used as the platform from which to launch the Movement

- Completed Yolo Children’s Agenda

### FY15/16 Work Plan

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<tbody>
<tr>
<td>4. Plan Yolo Children’s Movement Launch</td>
<td>1. Plan YCM Kick-off Event (date, location, program, speakers, materials) 2. Promote YCM launch through press release, press conference, etc. 3. Identify work groups for specific tasks related to launch of YCM o Communications and outreach (website, Facebook, events) o Materials development (educational, promotional)</td>
<td>• 4 Workgroups Created and Operational • Media/Communications pieces created</td>
<td>July – Aug 2015</td>
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<tr>
<td><strong>5. Launch Yolo Children’s Movement to Increase Broad Awareness of YCM Concept</strong></td>
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|   |   | 1. Create YCM website, Facebook, other outreach venues  
2. Ensure opportunities for YCM members to engage in activities:  
   o Attend meetings to speak up for children when policy and budget decisions are being determined  
   o Write letters to advocate for services and funding for children  
   o Ensure adequate funding is available for priority areas  
   o Join work groups to further the Yolo Children’s Movement |   |   |
|   |   |   | **September 2015** |
| **6. Maintain Yolo Children’s Movement** |   |   |   |
|   | 1. Establish work groups to take the lead on specific Agenda items that are priority for 2015-2016:  
   o Ensuring adequate funding for priority areas  
   o Legislation  
   o Parent engagement  
2. Advocacy Member coordination (database management) |   |   |
|   |   |   | **October 2015 – June 2016** |
|   |   |   | **July 2016 – June 2017** |

- Website, Facebook and other outreach tools are functional  
- 1,000 supporters signed up in first 3 months  
- Supporter engagement activities are coordinated and accessible  
- At least 3 workgroups established  
- At least 5,000 supporters signed onto Movement  
- Members are engaged in YCM activities  
- 25% of indicators move in positive direction