

Public Education Working Group Overview Document

Mission:

To promote awareness of Opportunity@Work Coalition and initiatives, to educate members and interested parties about solutions to economic instability for working Nebraskans, to recruit participation in the coalition and activities, to conduct periodic key informant interviews and/or focus groups to assist in keeping the vision for Opportunity@Work on point.

Contributing Members:

Erin Bock -	MACCH
Kate Bolz -	Nebraska Appleseed Law in the Public Interest
Erin Ching -	Nebraska Appleseed Law in the Public Interest
Annemarie B. Fowler -	Voices for Children in Nebraska
Peggy Manley -	Panhandle Community Services
Lorye McLeod -	Northwest Community Action Partnership
Jill Westfall -	Voices for Children in Nebraska

Goals:

Create foundational and educational materials for Opportunity@Work members

Create Materials for Use by Coalition Members

- One pagers
 - Topical one-pages (i.e., homelessness, housing issues, payday lenders, etc.)
- Outreach packets for different audiences
- PowerPoint Presentation(s) for speaking engagements

Gain media attention for Opportunity@Work initiatives

- Author editorials on O@W related topics
- Publicize the Research & Data Working Group report (Fall 2008)
- Bring new members to O@W

Website

- Compile economic security “best practices” and/or “backgrounders” for website
- Compile publications/materials for website
- Compile newspaper/media links to topics of interest to O@W

Support Other Working Groups’ Efforts

- Assist with press releases, press conferences, etc. as needed
- Work to gain “earned press” for initiative – story series, purchased ad in support of bill or program, etc.

Conduct Outreach

- Create lists for target outreach
- Speaking engagements
- Create and conduct “recruiting” presentations
- Sponsor networking happy hour
- Sponsor a presentation through NAM

If you would like more information regarding Opportunity@Work, or would like an Opportunity@Work partner to provide a presentation, please contact Annemarie Bailey Fowler at 402.597.3100 or abailley@voicesforchildren.com.