



**CITY OF OAKLAND  
CHILDREN'S INITIATIVE OVERSIGHT COMMISSION  
RETREAT MEETING AGENDA  
SATURDAY, JULY 29, 2023  
10:00 AM  
274 14th Street, Oakland, CA  
Lionel Meeting Suite**

**Oversight Commission Members:**

Bernadette Zermeno (D-7), Cynthia Adams, Dana Cilono (D-7), Edgar Rodriguez-Ramirez, Jessica Jung (D-2), Jorge Lerma (D-5), Kareem Weaver, Kym Johnson (D-4), Lange Luntao, Melanie Moore (D-2), Priya Jagannathan, Rickey Johnson (D-3), Tiffany Rose Lascado (D-6)

**PUBLIC PARTICIPATION**

The Oakland Children's Initiative Oversight Commission encourages public participation. The public may observe the meeting in-person or via Zoom. For details on public comment, see below.

**OBSERVE:**                    **Please click the link below to join the webinar:**

<https://us02web.zoom.us/j/84211919269>

Or One tap mobile :  
+16699009128,,84211919269# US (San Jose)  
+16694449171,,84211919269# US

Or Telephone:  
Dial (for higher quality, dial a number based on your current location):  
+1 669 900 9128 US (San Jose)  
+1 669 444 9171 US  
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+1 253 215 8782 US (Tacoma)  
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**Webinar ID: 842 1191 9269**

International numbers available:  
<https://us02web.zoom.us/j/kdz9NO3p1p>

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After calling any of these phone numbers, if you are asked for a participant ID or code, press #. Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663>, which is a webpage entitled “Joining a Meeting By Phone.”

**PROVIDE PUBLIC COMMENT:** Below are the ways in which to make public comment within the time allotted for public comment on an eligible Agenda item.

**Comment in advance:**

To send your comment directly to the Oakland Children’s Initiative Oversight Commission and staff BEFORE the meeting starts, please send your comment, along with your full name and agenda item number you are commenting on, to Jennifer Cabán at [JCaban@oakland.ca.gov](mailto:JCaban@oakland.ca.gov). Please note that eComment submissions close one (1) hour before posted meeting time. All submitted public comment will be provided to the Oakland Children’s Initiative Oversight Commission prior to the meeting.

**In-Person:**

Each person wishing to speak on items must fill out and submit a speaker's card to staff prior to the meeting. Members of the public can address the Oakland Children’s Initiative Oversight Commission in-person only and shall state their name and the organization they are representing, if any.

If you have any questions about these protocols,  
please e-mail Jennifer Cabán at [JCaban@oakland.ca.gov](mailto:JCaban@oakland.ca.gov).

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*Persons addressing the Children’s Initiative Commission shall state their names and the organization they are representing, if any.*

	<b>AGENDA ITEM</b>	<b>SCHEDULE</b>	<b>ACTION</b>	<b>ATTACHMENTS</b>
<b>1</b>	<b>Welcome &amp; Call to Order</b>	10:00 AM	AD	
<b>2</b>	<b>Roll Call &amp; Welcome</b>	5 Minutes	AD	
<b>3</b>	<b>Review of Agenda</b>	5 Minutes	AD	
<b>4</b>	<b>Public Forum – Public Comment on Non-Agenda Items</b>	5 Minutes	AD	
<b>5</b>	<b>Icebreaker</b>	15 Minutes	I	
<b>6</b>	<b>Oakland Promise - Presentation</b>	45 Minutes	I	
<b>7</b>	<b>Children’s Initiative Implementation Partner(s) – Status Update</b>	10 Minutes	I	
<b>8</b>	<b>Brainstorm/Draft Year 2 Commission Priorities – Part I</b>	30 Minutes	AD	
<b>9</b>	<b>Icebreaker</b>	15 Minutes	I	
<b>10</b>	<b>Branding Logo / Storytelling Activity</b>	60 Minutes	AD	Attachment 1
<b>11</b>	<b>Brainstorm/Draft Year 2 Commission Priorities – Part II</b>	30 Minutes	AD	
<b>12</b>	<b>Wrap-Up &amp; Next Steps</b> <ul style="list-style-type: none"> <li>• Call for agenda topics for September</li> </ul>	10 Minutes	AD	

**A = Action Item    I = Informational Item    AD = Administrative Item  
A\* = Action, if Needed**

Do you need an ASL, Cantonese, Mandarin or Spanish interpreter or other assistance to participate? Please email [JCaban@oaklandca.gov](mailto:JCaban@oaklandca.gov) or call (510) 238-6840 or (510) 238-2007 for TDD/TTY five days in advance.

¿Necesita un intérprete en español, cantonés o mandarín, o otra ayuda para participar? Por favor envíe un correo electrónico a [JCaban@oaklandca.gov](mailto:JCaban@oaklandca.gov) o llame al (510) 238-6840 o al (510) 238-2007 para TDD/TTY por lo menos cinco días antes de la reunión. Gracias.

你需要手語, 西班牙語, 粵語或國語翻譯服務嗎? 請在會議前五個工作天電郵 [JCaban@oaklandca.gov](mailto:JCaban@oaklandca.gov) 或 致電 (510) 238-6840 或 (510) 238-2007 TDD/TTY.

An illustration of a winding road with white dashed lines on a dark blue surface. The road starts at the top left, curves down and right, then curves down and left, and finally curves down and right again. Along the road, there are various icons: houses with red roofs and orange doors, trees with yellow foliage, a white building with an orange roof, and a city skyline with several tall buildings in red, orange, and white. The background is a light green color.

# **Oakland Children's Initiative**

## **Communications Readiness Roadmap**



# Oakland Children's Initiative

## Communications Readiness Roadmap

**Talking Points & FAQs**

*What's our shared language?*

**Media Release**

*What is content and process?*

**Explore Partner Comms Styles**

*Practices, cultures, capacity, desires?*

**Co-Design a Comms Plan for Initiative**

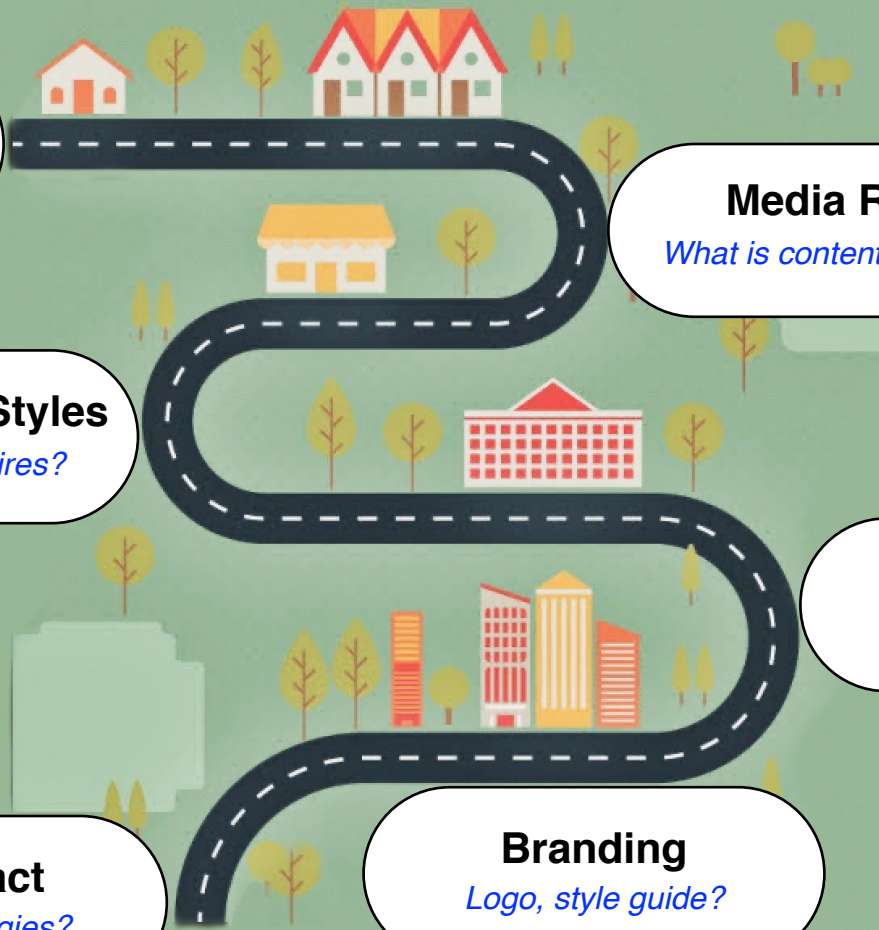
*How, where and when will we tell our stories?*

**Share Stories of Impact**

*Synergy, engagement, lift strategies?*

**Branding**

*Logo, style guide?*



**SYSTEMATIC STORY REQUESTS**  
OCI calendars, protocols, rhythms

**ADMIN-EASY STORYTELLING**  
Build on IP practices, capacity

**EQUITY & SYSTEMS CHANGE**  
The heart of our work

**SHOW OCI EVOLUTION**  
Focus areas, capacity built

**MANY AUDIENCES, MANY VOICES**  
Messages, forums, story impacts

# **Collaborative Communications Planning**

## **SUCCESS CRITERIA**

**COMMUNICATIONS PLAN ARCHITECTURE**  
Websites, mtgs, story banks, newsletters,  
social media, press relations

**MULTI-USE WIN WIN STORIES**  
ROI for OCI, partners, allies

**DATA DRIVEN NARRATIVE**  
Stories for action & change

**BRANDING GUIDELINES**  
Stories create brand

**WHAT IS OUR COLLECTIVE IMPACT**  
How to measure and show it?