CABE COMPASS

ACTION PLAN

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| Cardinal Point #4 | Accountability for Success | | | | |
| Claim/Goal #4.3 | **Chapter Engagement:** Design and roll out a professional development strategy for engaging CABE chapters in effectively and compellingly understanding, communicating, and enacting the CABE COMPASS accountability provisions. | | | | |
| Actions | How (Specific Steps) | Timeline | Person(s) Responsible | Needed Resources | Measures of Success & Quality |
| 4.3.1 Train all regional representatives and chapter officers in the CABE COMPASS and its accountability provisions, and the use of the CABE resources and materials. | * Develop a facilitator’s agenda and PowerPoint. * Establish a training schedule that includes dates, locations, audiences, and presenters. * Work with CABE staff to prepare/deliver the training materials to each presenter/site. * Conduct the training. * Conduct a six-month follow up monitoring to assess how well those trained are implementing what they learned in the training. | Spring /Summer 2014 | Jan Gustafson  Trainers TBD  CABE Board Members | Training Facility  Copies of the Materials  Facilitator’s Agenda & PPT | 90% of Regional Reps and Chapter Officers Trained  Results of Follow Up Monitoring Demonstrate that Minimally 75% of Those Trained Are Implementing the Training |
| 4.3.2 Create and use marketing collateral featuring the CABE COMPASS’s accountability provisions and CABE’s related services. | * Work with a marketing consultant and graphic designer to develop the marketing collateral. * Develop a facilitator’s agenda and PowerPoint to train all chapter leaders in marketing CABE COMPASS accountability provisions and services. * Establish a training schedule that includes dates, locations, audiences, and presenters. * Work with CABE staff to prepare/deliver the training materials to each presenter/site. * Conduct the training. | Fall/Winter 2014 | Jan Gustafson-Corea  Paul Flores  Trainers TBD  Media Consultant (Pro Bono?) | Budget and Sources of New Revenue  Focus Groups  Copies of the Marketing Collateral  Facilitator’s Training Agenda & PPT | Collateral Developed  90% of Chapter Leaders Trained |
| 4.3.3 Create media spots to showcase the CABE COMPASS’s accountability provisions and CABE’s new services in support of accountability. | * Work with a communications expert to develop and place the media spots. | Fall/Winter 2014 | Jan Gustafson-Corea  Media Consultant (Pro Bono?) | Budget and Sources of New Revenue | Media Spots Developed & Placed |