

Community Advisory Board (CAB) Outreach Plan

Purpose: *To increase community awareness, engagement, and participation in Community Advisory Board initiatives, with a focus on justice-impacted individuals, families, and community partners.*

Outreach Goals:

- Increase awareness of CAB and its role
- Recruit new members/applicants
- Strengthen relationships with community partners
- Gather community input and feedback

Target Audiences: *Identify who you are trying to reach:*

1. Justice-impacted individuals and families
2. Community-based organizations (CBOs)
3. Service providers (reentry, housing, workforce, etc.)
4. Faith-based groups
5. Transitional-aged youth (i.e., ages 18-25 years old)
6. General community members

Key Messages: *What do you want people to know*

- What CAB is and its purpose
- Opportunities to get involved
- Impact of CAB on reentry and community safety
- How community voices influence decisions

Outreach Strategies:

- Participation in community events (i.e., resource fairs, town halls, presentations, forums)
- Partnerships with CBOs and service providers
- Presentation and community meetings
- Digital outreach (email, social media, newsletter)
- Flyers and printed materials distributed through partners

Roles & Responsibilities: *Define who is responsible*

- CAB Members: Community outreach, event participation, relationship building
- OCEC Subcommittee: Coordination and tracking
- ORJ: Logistics, materials, scheduling, and support

Outreach & Event Participation Tracker

Event	Date & Time	Location	Purpose	Assigned CAB Members	Support Needed	Notes
<i>(Ex: Community Resource Fair)</i>	Friday, April 14, 2026, from 9 am – 1 pm	<i>Contra Costa College</i>	Outreach/recruitment	1. 2. 3.	<i>Need tables, chairs, and CAB flyers</i>	

Communication Channels:

- Email Distribution lists
- Social media platforms
- Community newsletter
- Flyers and printed materials
- Partner organization networks
- Public meetings and events

Timeline:

- Ongoing identification of outreach opportunities
- Monthly review of outreach activities and assignments
- Quarterly reflection and updates to outreach strategy

Resources Needed:

- Materials (FAQ document, 1 page summary of CAB, flyers)
- CAB/Staff capacity

Evaluation & Metrics: *How will you measure success?*

- Number of events attended
- Number of people reached/engaged
- Applications received
- Partnership established

- Feedback from community members

Feedback & Continuous Improvement

- Collect feedback from the community and CAB members
- Adjust strategies as needed
- Document lessons learned