**Isa Flores Jones**

CEJA Onboarding Program

**SCHEDULE:**

**Wednesday, February 5**

* 8:45: meet w/ Eddie at office, introductions, settle into Diana’s office work table for today.
* 9-10:00 am: Join Call re **Scorecard** comms status w/ Katie Valenzuela, Policy & Political Director & Brian Golden (consultant)
* 10:15-11:30 am: Zoom call w/ Gladys
	+ review onboarding schedule & last week’s shadowing of Kay
	+ review Gladys’ leave plan
* 11:30- 12 pm:  Meet w/ Eddie for office orientation

[I-9 form](https://www.uscis.gov/i-9) to be completed.

* 12-1:00 pm: Lunch Break
* 1:15-2:30: Zoom call w/ Gladys & Yadira part 2 – Overview of reading materials; Review [2020 Comms Overview Memo (Exit Memo)](https://californiaenvironmentaljustice.box.com/s/ruexlhxedhgyb2x4mw9j1ywek7rys6tu)
* 2:30-5:00 pm: Read & analyze docs: *See* “Materials to Review” section below for priority/sequence.

**Thursday, Feb. 6th**

* 10:00 am: Email all staff requesting an intro/check in call for the week of Feb. 10th or 17th. These should be for personal introductions, and also to learn about comms needs, roles & projects.
	+ Melissa, Development Director: returns from medical leave either Feb. 17th or March 3rd. Melissa can provide an in-depth explanation of how comms are integrated into funding/grant partners, and how to partner with the development team. Will be supervisor from mid-March through mid-June. Schedule regular check-in calls.
	+ Denise, Grants Manager: can provide an overview of how comms are integrated into funding/grant partners; how comms associate partners with development team
	+ Yadira, Finance & Administration Director: to provide overview of her role; how comms associate can partner with her. Will be supervisor Feb. 10-mid-March. Schedule regular check-ins.
	+ Katie, Policy & Political Director: to provide overview of her role; comms needs & status of projects
	+ Mad, Program Director (same)
	+ Mabel, Civic Engagement Manager (same)
	+ Diana, Policy Manager (same)
	+ Jose, Energy Equity Manager (same)
	+ Tiffany, Green Zones Manager (same)
	+ Cassie, Special Projects Manager (same)
	+ Gwen, SOMAH project manager (same)
* 10:30: Review 2020 Legislative Priorities
* 11:00 am: Join Leg. Committee call (Diana)
* 1:00 pm: Review application & program for CSS’s Advanced Training - [Applications are due February 17th.](https://docs.google.com/forms/u/1/d/e/1FAIpQLSfV72HU6p8a-AWsMNPK9JfFsqShlGFG1hgLB9PXCHETiv4rbg/viewform?usp=send_form)
	+ Development staff can fill out organizational information
* 2:30-3:30 pm: Zoom with Gladys
	+ Continue discussing materials
	+ Review support resources

**Friday, Feb. 7th:**

* 1-2:00 pm – Lunch w/ Diana & Eddie
* 2-3:00 pm: Check in w/ Gladys
* Reach out to Celia Alario to schedule first coaching session

**Monday, Feb. 10th**

11:00 am: join call re **Spring Lobby Day** check-in

1:00-3:00 pm: Zoom meeting w/ Brittny for Introductions & Onboarding

* Gmail, boomerang
* Box
* Zoom
* Office Supplies
* Office keys
* Business cards
* Tech support – Robert Abrego
* Expenses, Check requests & Certify
* Brittny to make Isa new master admin of comms committee list: communications@caleja.org
* Other items

3-4:30 am: Join Climate Justice committee monthly call

**Tuesday, Feb. 11th**

2-2:45 pm: join **EJ Scorecard Briefing** Last Prep Mtg

**Thurs. Feb. 13th**

10:00 am -12 pm: attend CEJA's 7th Annual **EJ Scorecard Briefing**, [Capitol Room 317](https://maps.google.com/maps?hl=en&q=Capitol%20Room%20317&source=calendar)

* Live-tweet
* Take photos

**Monday, Feb. 17th – H*OLIDAY***

**Tuesday, Feb. 18th**

1-2:30 pm: monthly staff meeting

**Wednesday, Feb. 19th**

10:00-11:30 am: Gov. Newsom State of the State

**Materials to Review**

* [2020 Workplans](https://californiaenvironmentaljustice.box.com/s/3aaz97gex3d3wbtdr3o7lylqxoi21bnd) for GZ, Climate & Energy Equity programs
* [2020 leg priorities](https://californiaenvironmentaljustice.box.com/s/dvo8ialfrsplba1cafhzps508wfkpglb)
* Planning docs – calendars & work plan:
	+ [CEJA Communications Planning Scale](https://californiaenvironmentaljustice.app.box.com/file/571878133309) for the 2020 Staff Assessment of [2020 Staff Assessment of Program Comms Needs](https://californiaenvironmentaljustice.box.com/s/92ssxjm1q2qdam6ew70v9saxu8w2d3rz)
		- The 2020 Program Planning Assessment was filled out by program staff to identify their respective comms needs for this year, and the level or scale of support needed. Full scale comms plans are prioritized when there is a significant opportunity for collaboration with the comms committee.
		- [2020 Comms Calendar](https://californiaenvironmentaljustice.box.com/s/cgicpi5t0v3r431wxnu9auhd1acipns6) (Draft/template)- there are two tabs:
			* First tab = overview of the program comms needs over the year.
			* Second tap = maps out key comms events for program priorities by month and notes needs on various platforms to avoid overlap and space out accordingly.
	+ [2020 Communications Work Plan](https://californiaenvironmentaljustice.app.box.com/file/603548298110) (Draft/template)
		- Work plan for Comms to start
* [2020 Comms Overview Memo (Exit Memo)](https://californiaenvironmentaljustice.box.com/s/ruexlhxedhgyb2x4mw9j1ywek7rys6tu)
* [Orientation Onboarding Docs](https://californiaenvironmentaljustice.box.com/s/fgw01ocvt1zft4jiv0mapt14d6srl32k)

**Projects**

Work planning:

* + This is an area of need for your own work planning and general comms projects management. Kay developed a couple of calendaring planning tools, and also a draft 2000 overview work plan. These need to be updated and revised by you as discussed below. Eventually, we will need to assess whether these formats are the most effective, and if not, what other formats or tools can be best used and adapted to our needs. Celia will be helping with this, as well.
	+ While Kay developed campaign and project-specific work plans, we do not have a template or best practices documents. We should standardize practices on how to project-manage. Celia indicated that she can provide tools and support for project-managing.

* [CEJA Communications Planning Scale](https://californiaenvironmentaljustice.app.box.com/file/571878133309) for the 2020 Staff Assessment of [2020 Staff Assessment of Program Comms Needs](https://californiaenvironmentaljustice.box.com/s/92ssxjm1q2qdam6ew70v9saxu8w2d3rz)
	+ The 2020 Staff Assessment of Program Comms Needs was filled out by program staff to identify their respective comms needs for this year, and the level or scale of support needed. Full scale comms plans are prioritized when there is a significant opportunity for collaboration with the comms committee.
* [2020 Comms Calendar](https://californiaenvironmentaljustice.box.com/s/cgicpi5t0v3r431wxnu9auhd1acipns6) - there are two tabs:
	+ The first is an overview of the program comms needs over the year.
		- Using the Staff Assessment of Program Comms Needs and the 2020 Comms Overview memo, I filled out the Green Zones section to identify the comms needs and support levels. The time periods, however, need to be adjusted with Tiffany.
		- Please fill out the rest of the program areas.
	+ The second tab maps out key comms events for program priorities by month and notes needs on various platforms to avoid overlap and space out accordingly.
		- The information in this tab is from 2018, and needs to be repopulated to reflect the 2020 work.
* [2020 Communications Work Plan](https://californiaenvironmentaljustice.app.box.com/file/603548298110)
	+ Draft work plan to adapt and revise as necessary.
* Use timeframes listed in [2020 Comms Overview Memo (Exit Memo)](https://californiaenvironmentaljustice.box.com/s/ruexlhxedhgyb2x4mw9j1ywek7rys6tu) to identify more specific timeframes & tasks that should be calendared

**2020 Leg Agenda – per 2020 Comms Overview memo**

**2019 Agency Assessment – per 2020 Comms Overview memo**

**Spring Lobby Day – per 2020 Comms Overview memo**

**Voter Guide & Primary Election – per 2020 Comms Overview memo**

**File management (not priority, but flagging)**

* CEJA started using Box in late 2017, and underwent a major project to migrate files from Google Drive to Box. Unfortunately, many files did not then undergo a process of re-filing under a new system. We will want to think through how to better organize the Comms files, both for your working purpose, and to make them friendly to the rest of the team.
* The current organization seems tedious and not user-friendly for non-comms staff. For example, comms materials for the Congreso are found in numerous files, from “Earned Media”, to Email Blasts, to the Special Programs~Congreso files. Also, some folders are organized by year, while others by subject matter, without an apparent logic.

* Our Comms files current have the following master files, for example:
	+ Earned Media
		- Op-eds
		- Press Releases
		- LTE’s
	+ Email Blasts & Action Alerts
	+ Fact Sheets
* We need to assess a more logical and efficient way of organizing. *One* idea is to have a Templates/Best Practices file that contains all of the below, but contain only templates and samples, and not specific work product moving forward.
	+ Op-eds
	+ Press Releases
	+ LTE’s
	+ Email Blasts & Action Alerts
	+ Fact Sheets
	+ Social Media toolkit
* Instead, work product may be best filed by Program & Special Projects area. For example, Climate would contain folders by issues, campaigns, and then each of those folders contains all of the above work product, as pertinent.
* We should also review when it makes sense for comms subfolders to be organized by year, rather than work area.
	+ - E.g. GZ:
			* GZ Tours;
				+ Subfolders by year

then specific event

* GZ TCC implementation
	+ Year
		- Then subfolders.
* Naming convention: year.month-day.Specific descript. (e.g., 20.02-04 TPs AB 345 lobbying.Draft)
* Bills comms may be organized/filed by year
* Also, a lot of docs continue to be stored in Google Drive out of necessity to share work externally, like with the Comms Committee.
	+ When that’s the case, we should have a corresponding file/doc in Box, with a placeholder doc that includes the description & link to google doc, so that anyone can know of the Google Drive file’s/doc’s existence and can go to it when necessary.

**Tasks**

* Apply for CSS’ Advanced Training - [Applications are due February 17th!](https://docs.google.com/forms/u/1/d/e/1FAIpQLSfV72HU6p8a-AWsMNPK9JfFsqShlGFG1hgLB9PXCHETiv4rbg/viewform?usp=send_form)
* Ask Brittny to make you new administrator of Comms Committee list: communications@caleja.org
* Set up Google Alert for “California Environmental Justice Alliance,” “Gladys Limon,” “Katie Valenzuela”, and “Mad Stano” to get media hits sent to them when published.
* Action Network Email List
	+ Create Action Network log-in by emailing Mari Vangen at partners@actionnetwork.org
* [Log in and passwords for accounts](https://californiaenvironmentaljustice.app.box.com/file/247735113745) – log into our social media accounts
* Send introductory email to:
	+ Dannie Tillman, Inspire Program Director, at the Solutions Project dannie@thesolutionsproject.org
	+ Refugio Mata at Resource Media
	+ Design Action team:

Sarah Reilly, Web Design Lead, Design Action, sarah@designaction.org

Andrea Salazar, Web Designer, Design Action, andrea@designaction.org

Sabiha Basrai, Art Director, Design Action, sabiha@designaction.org

Jack (Kiwi) DeJesus, Graphic Designer, Design Action, jack@designaction.org

* Sophia (Sophie) Simon-Ortiz, Public Health Organizer,  Human Impact Partners (HIP) 510) 452-9442, ext. 104 • sophia@humanimpact.org.
	+ [Gladys spoke w/ her on 2/3/20](https://californiaenvironmentaljustice.box.com/s/8m7f4eogzm6hg7zu93cbsuy1pjgkcoi5) to confirm interest in holding a webinar with HIP for the Climate Justice-Health Narrative Project. Let her know Isa will email when we hire a consultant to manage the project to introduce them.
* Calendar key events for Comms planning:
	+ Agency Assessment release date & Sac briefing (when identified)
	+ Gov. Newsom’s May budget revise (when date released)
	+ Others as identified by staff