



Transform Fresno Community Engagement Partner

June 10, 2020

Sanctuary Transitional Shelter
Foster Grandparent Program
Sanctuary Youth Shelter
Tobacco Education Programs
WIC - Women, Infants and Children
Local Conservation Corps (LCC)
Low-Income Home Energy Assistance Program (LIHEAP)
Café EOC
Street Saints
Housing Programs
Community Health Center
Head Start 0 to 5
Recycling
Transit Systems
Food Distribution
California Personal Responsibility Education Program (CAPREP)
Summer Food Program
Access Plus Capital
Weatherization
YouthBuild Charter School of California Central
Nielsen Conference Center
School of Unlimited Learning (SOUL)
Adolescent Family Life Program (AFLP)
Food Services
Central Valley Against Human Trafficking (CVAHT)
Safe Place
Urban South Youth Program
LGBTQ+ Resource Center
Valley Apprenticeship Connection

Agenda

- About Fresno EOC
- Meet Our Team
- Community Engagement Plan Projects
 - Prime
 - Media and Communications
 - Direct Outreach
 - Event Coordination



About Fresno EOC



Founded in 1965, Fresno EOC has spent over five decades investing in people. As an entrepreneurial agency, with over 35 programs, we bridge the gap to self-sufficiency by providing opportunities and resources, as we initiate and partner in shared community efforts to improve the quality of life.

A Few of Our Programs

Fresno Economic Opportunities Commission
Head Start

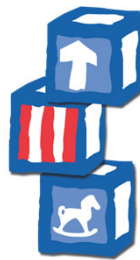


Fresno Economic Opportunities Commission
Local Conservation Corps



Fresno Economic Opportunities Commission
Street Saints

FRESNO STREET
SAINTS



Fresno Economic Opportunities Commission
Women, Infants and Children

Fresno Economic Opportunities Commission
Low-Income Home Energy Assistance Program

Meet Our Team



Kristine Morgan
*Communications
Manager*



Jose Moreno III
Communications Specialist II



Christopher Estep
*Communications Specialist
II*



Gabrielle Rivas
*Content and Community
Engagement Specialist*



Community Engagement Plan

These projects were the action items that came out of the Community Engagement Plan.

Fresno EOC will be leading these projects:

- Prime
- Media and Communications
- Direct Outreach
- Event Coordination



Prime Partnership

- Plan regular community engagement updates
- Coordinate the Annual Transform Fresno Summits
- Coordinate other email and direct outreach



Examples of our work
(clockwise from the
top): a focus group, a
large event, and media
coverage



Fresno **Economic Opportunities Commission**

Media and Communications

- Develop videos and PSAs to share on the web and through social media
- Update website content
- Utilize relationships with media outlets
- Design logo and update branding



Scenes from some recent video projects.



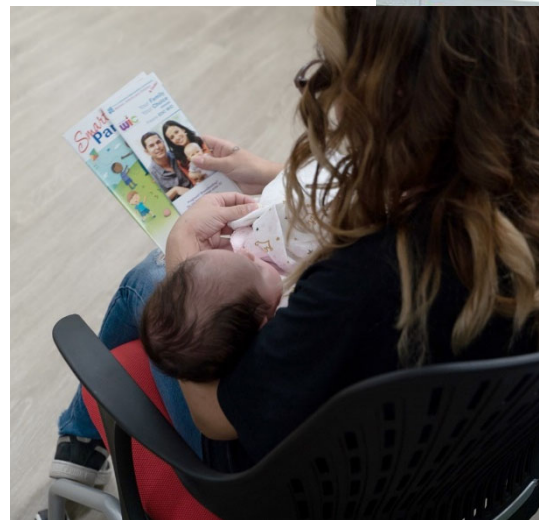
Direct Outreach

We will coordinate:

- Volunteer interest database
- Community calendar
- Surveys and distribution of flyers and mailers for events, programs and projects.



An employee provides census flyers with nutritious grab and go meals from the Food Express Bus.



A young mom holds our brochures with resources for her and her newborn baby.



Event Coordination

As outlined in the Community Engagement Plan we will coordinate:

- Project milestone events
- Cultural and arts events



March 2, 2020 Celebrating Black History event featuring drumming circle by Libota Mbonda African Drumming Group



August 2019 Community Art Night at Art Hop



Events With COVID-19

Online and virtual activities will continue to be utilized throughout the pandemic.



Stay Connected



Contact us: TCC@FresnoEOC.org



Fresno **Economic Opportunities Commission**