

**Illinois Integrated Justice Information Systems Outreach Committee Report
Marketing and Media Strategy Plan**

MARKETING PLAN

Goals	Objectives	Performance Measures
Develop general information and educational resources for the public and the justice community regarding integrated justice.	<ul style="list-style-type: none"> ▪ Develop stories for press clippings to support business case ▪ Target presentations to interests of groups and justice enterprise 	<ul style="list-style-type: none"> ▪ Number of information pieces distributed annually ▪ Number of stakeholder groups reached by information pieces annually
Identify and garner support for the IIJIS implementation plan from legislators, as well as other statewide decision-makers.	<ul style="list-style-type: none"> ▪ Identify key legislative and policy positions ▪ Identify IIJIS Implementation Board and Committee members to meet with position holders 	<ul style="list-style-type: none"> ▪ Number of contacts with legislative and policy decision makers annually ▪ Number of legislative and policy decision makers who sign on as champions for IIJIS
Seek support for the IIJIS implementation plan from local, county, and state justice officials, and other stakeholders.	<ul style="list-style-type: none"> ▪ Identify state-wide champions and audiences ▪ Distribute information packets to and educate identified champions ▪ Set up and coordinate presentations with identified audiences 	<ul style="list-style-type: none"> ▪ Number of contacts with local, county and state justice officials annually ▪ Number of counties that have IIJIS identified champions ▪ Number of state-wide justice associations that have endorsed IIJIS
Establish continuous process for receiving stakeholder participation in every stage of IIJIS Strategic Plan implementation	<ul style="list-style-type: none"> ▪ Develop strategies for communication to stakeholders ▪ Develop strategies for receiving input from stakeholders 	<ul style="list-style-type: none"> ▪ Number of times information is successfully pushed out to identified stakeholders ▪ Number of responses to information from stakeholders annually
Ensure distribution of resulting policies and standards to stakeholder community	<ul style="list-style-type: none"> ▪ Set up public hearings on relevant deliverables/issues related to plan ▪ Develop an IIJIS conference that ratifies the standards and policies 	<ul style="list-style-type: none"> ▪ Percentage of stakeholder groups signing off on a specific policy or standard ▪ Percentage of stakeholder groups receiving information on a specific policy or standard
Develop friend-raising strategy to support the fundraising strategy developed by the Funding Committee	<ul style="list-style-type: none"> ▪ Develop marketing pieces that illustrate return on investment or cost benefit analysis (▪ Develop marketing pieces on other County integration efforts 	<ul style="list-style-type: none"> ▪ Number of stakeholders successfully targeted by friend-raising strategy annually ▪ Number of friend-raising pieces distributed annually

Target Market Analysis

What are we trying to market?

- Integration Concept
- The IIJIS Implementation Board
- Participation, buy-in of stakeholders
- Friendraising in advance of fundraising

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Illinois Legislature	They make laws and funding decisions, which can impact, integrated justice.	-Permanence of Integration Oversight -Seed funding for near future. -Long-term funding -Other laws/regs to enhance integration	-Efficient government Balanced budget - Increased public privacy -Protect constituent privacy -Increase information to respond to constituents/make laws	-Education on integration concept -Explain benefits of integration -Emphasize privacy principles -Emphasize public safety	-Face-to-face meetings -Grassroots support -Involve explanatory pieces -Brief explanatory pieces -Committee hearings
Executive Branch	We need state and local buy-in and leadership.	-Endorse permanent oversight of integration efforts -Champion integration cause -Support appropriations -Provide leadership Interests	-More efficient government -Cost effectiveness -Increased Public Safety -Increased information for Policy making/measuring impact	-Educate on integration concept -Explain benefits of integration -Emphasize public safety/cost efficiency	-Face-to-face meetings -Grassroots support -Local Public safety support -Explanatory pieces
Illinois Supreme Court	Develops policies for court information sharing.	-Participation, buy-in, trust -Agree to engage in formal coordination -Adopt and abide by standards	-More efficient court operations -Better information for decision making -Separation of powers -Public trust	-Educate on integration concepts -Explain benefits -Emphasize privacy/openness -Recognition of separation of powers	-Face-to-face -Explanatory papers -Use AOIC liaison -Support from Supreme Court Committees -Bar Association support
Illinois Association of Chiefs of Police	They are major beneficiaries of better information – major providers of information-needed to assist with legislative support.	-Participation, buy-in, trust, champions -Support for permanency of integration board -Agree to engage in formal coordination	-Better information for policy making -Better info for individual decisions -More efficient operations -Public trust -Officer safety -Public safety	-Educate on integration concept -Explain benefits of integration	-Face-to-face -Papers -Association meetings -Legislative retreat -Individual champions
Illinois State's Attorney's Association	Major beneficiaries of better information – needed to assist with legislative support	-Participation, buy-in, trust, champions -Support and/or legislation -Agree to engage in formal coordination	-Better info for policy making -Better info for individual decisions -More efficient operations -Public trust -Confidential information -Public safety	-Education on integration concept -Explain benefits of integration	-Association meetings -Bar Association meetings -Face-to-face meetings
Illinois Association of Court Clerks	Hub of court information - key champions at County Level.	-Integration legislation passed -Enable Integration of court data -Champions for integration cause	-Supports System engineering and automation efforts of circuit clerks -Leverage existing systems -Standards that help bring other	-Clerks are key to integration efforts -County level support is key -Outcome will include cleaner data to courts	-Statewide Conference -Zone Meetings -Link to Website -E-Mail Notification -Newsletter

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		-Leverage Technology Investments -Provide Leadership	justice partners on board -Will assist in lifting the boat for everyone -Privacy and security issues discussed statewide		
Illinois Public Defender Association	Major beneficiaries of improved information – timeliness of access important	-Participation at all levels of process -Support of privacy and security efforts -Address access to justice issues	-Having a balanced perspective of data sharing -Access to court and corrections data -Leveraging technology for defense bar -Recognizing privacy concerns of clients	-Integration raises all on the playing field -Defense bar involved from the beginning -Input on data sharing and standards is key	-Association meetings -Bar Associations -Face-to-face -Local champions
Public Officials	Leaders in local funding and interested in public safety	-Familiarity with effort -Understanding that Integrated Justice means increase public safety -Support of state and local integration efforts	-Public safety -Efficient use of technology investments -Supporting first responders	-Role in funding local and state wide planning efforts -Integrated Justice support homeland security -Illinois needs to be a leader in Public Safety	-Various associations of local and state officials -Face-to-face meetings -Regional meetings targeting public officials -Initial distribution of newsletter
Corrections/ Parole	Keepers of important data and important link to community	-Support for integrating statewide -Participation in statewide effort -Support for the funding strategy	-Accurate demographic and court data -Support biometrics used in prisons -Increased ability to track clients needs -Increased ability to communicate with courts	-Effort will support their information needs -Efficient use of technology investments -Leverage communications within criminal justice arena	-Association meetings Local county champions
Illinois Probation and Court Services Association	Important source of information and key to reduce recidivism	-Support for policy -Share key data for decision support -Champions	-Informed decision making -Expedited information for timely referrals and case processing -Improved data	-Integrated justice supports core mission -Focus is on timely access of data -Participation of probation and court services critical to success	-Statewide meetings -Regional meetings -Newsletter -Face to face
Public	Customer of IIJIS product and taxpayer	-Informed public -Broad based support of integration concept -Increased	-State is a safe place to live -First responders have what they need -State has a plan	-Public safety is important -Homeland security is key -Integrated justice is	-Media strategy -Links to key government websites -Press releases tied to key milestones in IIJIS Plan

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		awareness of public safety measures		important for justice decision makers	
Illinois' Sheriffs' Association	Key champions at County level and beneficiaries of information	-Policy support -Local champions -Link to local corrections -Inclusion of rural unincorporated area concerns	-Accurate and timely data -Improve use of resources -Public Safety -Positive identification	-Better information for decision support -Improved communication between state and county actors	-Association meetings -Face to face -Regional meetings -Newsletter
Mayors and City Managers	Integration must include local efforts and local investment important	-Local champions -Executive leadership -Access for cities of all sizes	-Public safety, public safety, public safety -Leveraging investment in technology -Access to larger network to address regional issues	-State wide plan supports local efforts -Integration is key to more informed decision making -Sharing information across jurisdictions will be more timely	-See municipal leagues below -Face to face -Regional meetings
County Board Members	Key funders and conveners of local integration efforts	-Policy support -Possible funding source -Local champions	-Public safety -Leveraging investments -Supporting first responders -County wide cooperation	-Local integration efforts are key to state wide success -State wide standards support local efforts -Counties should leverage funding options	-State wide county official associations -County Board meetings -Regional meetings -Face to face Board Presidents
Bar Associations	Inclusive of private defense bar and important for policy support	-Support for integration concept -Understanding of criminal justice integration -Local or regional champions	-Reduces supply chain costs for private defense bar -Access for private bar use -Applicable to civil and quasi criminal sides of justice system	-Integrated justice supports public and private bar interests -Support of practitioners and judiciary is key	-Bar Association meetings -Criminal and Juvenile Bar committees -Bench and Bar committees -Bar newsletters
Civic Groups	Many focused on public safety issues and offer policy and possibly financial support	-Policy support -Outreach to members -Fundraising -Champions	-Public safety -Support of their mission -Part of a successful private/public partnership	-Civic involvement is key -Need civic champions for integrated justice -Private/ public partnerships are needed	-Board or committee meetings of groups -Newsletter -Face to face with Directors -Links to websites
Chambers of Commerce	Vested interest in safe communities and possible partners	-Policy support -Outreach to members -Fundraising -Champions	-Safe communities -Reduced crime -Support of private security	-Illinois is a leader -Private/ public partnerships are needed -Integrated justice is good for	-Chamber meetings -Chamber newsletters -Association meetings -Bulletins

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				business	
Funders	State wide implementation requires public and private investment	-Public and private funders to have confidence in plan -Put Illinois first in line for major initiatives	-Return on investment -Part of a large, state wide successful venture -Support meets their core mission/ mandate	-Illinois is poised to leverage their investment -Requirements analysis demonstrates specific fundable needs -Return on investment measures will be met	-Participation in local and regional forums on integrated justice -Presenting papers -Newsletter -Links to websites -Face to face
Municipal Leagues	Strong voice for local government partners and key for policy support	-Policy Support -Outreach to members -Possible champions	-No unfunded mandates for municipalities -Revenue enhancers for municipalities -Public Safety	-Integrated Justice supports local public safety initiatives -Empowers local police with more information -Role of municipalities in state wide plan	-State wide meetings -Regional meetings -Newsletter -League leadership
Emergency Management Boards	Key to integrating homeland security initiatives	-Boards educated about IIJIS -Member agencies linked to statewide plan -Support for integrated justice effort	-Information that helps first responders -Support of local efforts with minimal investment	-Integrated justice supports first responders -IIJIS support homeland security -EMBs are key to successful implementation of plan	-State wide meetings -Regional meetings -Newsletter -Municipalities

MEDIA STRATEGY PLAN

Educational Materials

Brochures

Small flyer size posters (approx. 9" X 12")

Standard size poster (approx. 20" X 24")

- Currently designing the logo. Illinois Justice Network is scheduled to be incorporated into the logo
- Working on a tag line or catch phrase that will be associated with campaign. (Would like to incorporate the words 'information,' 'safer,' and 'community')
- Posters does not have depict real people or real life scenarios in the images

Post card with various images distributed to champions

Challenges

- Evolving message based on strategic plan
- One or multiple scenario that will relate to real life.
- Introduce a series of scenarios that could have been avoided.

Internet

Own Website

- Create a separate website
- Links to other sites (champions)
- Short 5 – 15 second film with voice over – cut from PSA

Broadcast

Presentation Video (5 - 8 minutes)/ Public Service Announcements (:15, :30 & :60 seconds)

- Leverage conference video
- Will obtain footage from television stations

Challenges

- Cost
- Identifying popular champions

Media

Editorial Board Meetings

- Sun-Times
- Chicago Tribune
- Daily Herald
- Chicago Daily Law Bulletin
- State Journal Register - in Springfield
- Other down state towns

Letters to the Editor – All Daily and Weekly Illinois Papers

- Sun-Times
- Chicago Tribune
- Daily Herald
- Chicago Daily Defender
- Daily Southtown
- Chicago Daily Law Bulletin
- Elgin Daily Courier News
- Kane County Chronicle
- Joliet Herald News
- News – Sun
- Northwest Herald
- Aurora Beacon News

Feature Stories

- Sun-Times
- Chicago Tribune
- Daily Herald
- Chicago Daily Law Bulletin
- State Journal Register
- Crain's Chicago Business

Press Releases – (Through Governor's office)

Press Conferences – (Through Governor's office)

Radio Spots – **all** appropriate radio stations, e.g.

- WBBM am
- WGN 720 am
- WBEZ fm
- US 99 weekend public affairs
- Illinois Broadcast Network – (state run)
- WILL (University of Illinois)

Radio Interviews

- WBBM am
- WGN 720 am
- WBEZ fm
- US 99 weekend public affairs
- Illinois Broadcast Network – (state run)
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Television Interviews - Local

- WLS (ABC)
- CNN
- WBBM (CBS)
- WFLD (FOX)
- Kurtis Productions
- CAN
- CLTV
- WCIU
- WFLD
- WGN
- WMAQ
- WTTW – Chicago Tonight

Journals and newsletters

- Loyola University
- Northwestern Center for Public Safety
- Illinois State University
- Southern Illinois University
- Chicago Bar Association
- Illinois State Bar Association
- Illinois State's Attorney's Association
- Sheriff's Association
- Administrative Office of the Courts
- Illinois Chief's of Police
- Illinois Corrections Association – Dept. of Corrections
- Illinois Academy of Criminology
- National Association of State Legislators
- Chicago Crime Commission
- Other Partner IIJIS Groups