**NNIP Camp – Wednesday, October 17, 2018**

**How to leverage NNIP in your own brand**

**Leader: Kathy Pettit**

**Attendees: Scott Hughes, Doug Imig, Denise Groesbeck, Carrie Koss Vallejo, Fabrizio Fasulo, Jake Cowan**

Questions to answer:

* How to encourage partners to use NNIP for letters of support for grant applications.
* What parts matter?
* What are the best practices? How do we provide access to an innovative network?
* How to create a platform to showcase work.

**Kathy** - At the national level we’d like to help local partners do this. Maybe we need a flyer that’s geared toward local partners. We have a generic flyer. But maybe one that explains it for local governance?

Another question is - does NNIP matter in the branding?

**Denise** – The NNIP logo is on our site but not a lot of people know what it is. Something to inform other people would be helpful. I’ve looked at the Star program – similar to what we do, they get points based on the indicators that they track.

**Kathy** – the legacy of NNIP has been to not impose a set of indicators on local partners. That would determine who you are and what you think is important.

**Denise** – but that credential would facilitate shared indicators work.

**Kathy** – we keep track as a peer practice (Snips score)

**Carrie-** we have boiler plate that we use when we write a proposal. We think it’s important to funders so that they know that we’re paying attention to what’s happening nationally but also locally.

**Kathy** – it’s an illustration of being a learning organization

**Fabrizio** – for us, it’s been useful to be in this type of environment and has changed how we use data. We use NNIP as an example of networking and best practices. It would be better if there was something from HQ that can be used

**Scott** – in terms of awareness of NNIP, people know Urban, but not NNIP. Having some information sheet would be valuable. Once people hear what it is, they are really interested and want to support/be involved. There is a positivity of general awareness.

**Kathy-** generally, we are terrible at communications but want to get better and want to harness the urban communications team for NNIP.

**Scott**- information from NNIP HQ on best practices for marketing efforts would be helpful - For new or established groups. The partners seem to be running at a tight budget, but what are the ways to grow and expand awareness?

**Carrie** – one thing that NNIP has done for us is the partner spotlight. We’ve been convening a group quarterly in Milwaukee about health data set and that was national recognition is useful and important.

**Fabrizio** – there is a value in being an NNIP city. Putting together data sources and sharing them. What would be interesting would be have some sort of NNIP certification or system.

**Kathy** – City Government Assessment has a scoring system that rates cities based on the use of data and analytics.

**Fabrizio** – if the city of Richmond would have something like that then other counties and smaller cities would be encouraged to use and access data in that way.

**Kathy** – we don’t have in one place. It seems like that information is so silo’d. What are other ways to plug in? There is a lot of overlap of people that are in NNIP and other groups, but we should think about that cross walk and the services that each serve.

**Scott** – the aspect of having the samples of the data sharing agreement will be a valuable tool to see how they are structured.

**Kathy** – these are more up to date and curated.

**Carrie-** it’s basically putting into writing the small organizations that we leverage for date

**Kathy** – how much do you think about branding?

**Carrie**- it’s easy because we’re so small. We’ve been having internal discussions around making sure our work looks like each other’s.

**Denise**- we have a large communications department that we rely on.

**Fabrizio** – we do some branding, but have lots of limitations with VCU. We try to push metroview a little bit more and in creating a dashboard.

**Kathy** – do you see that as being a different brand? Like Kinder has a community facing piece. But that can be really complicated and confusing.

**Fabrizio** – I can see metroview in the future being its own entity, both as a data system and as a center the convenes around data.

**Kathy** – you have to think about how to brand the other pieces.

**Fabrizio**- the university is considered a neutral partner which does keep us separated and having that neutral background is helpful.

**Kathy** – we have that same problem with NNIP and Urban and figure out how to fundraise to support Urban and fund NNIP.

**Doug**– what are the issues that you have with marketing NNIP within Urban?

**Kathy** – as background, NNIP was created by the local partners and not Urban. The partners came to Urban and asked Urban to be the coordinator. Respecting that identity meant that we put the local partners first but didn’t really talk about the network. The general message that the network is great because of the partners, but we didn’t build the narrative around the network. We didn’t make the case for funding the core

**Fabrizio**- I think the reason that narrative developed was a success because of the marking/branding of NNIP. In your ideal scenario what can NNIP do for the partners?

**Kathy** – we have hopes of a bunch of collateral that we’d like to write to make the case to different sectors. There’s collateral around talking points, ppts.

**Jake** – there is the story of what happens after someone engages with the community. The creation of the story does not happen across the partnership. That feeds into performance measurement.

**Scott** – you can just approach someone and lay out data. The stories are more impactful and makes sense to people that are not in the network.

**Kathy** – it happens very infrequently now, but maybe it’s something that partner’s share each year.

**Jake** – when we would do data oriented projects we’d charge a journalist to write stories. (maybe bring one to Milwaukee)

**Carrie** – we’ve used interns for that for blog posts.

**Fabrizio**- the session that we have here with the foundations (tomorrow) we were thinking about bringing funders to the conference. But it could be an opportunity to do regional sessions and meet with local govt and foundations about the importance of using data and a network like this.

**Kathy** -we tried to do a local funders’ network, to connect the funders of NNIP partners. Logistically it was difficult, but most partners are funded by their community foundations, so if we could hook up similar types of funders. There are other ways we’re hoping to help. Like connecting with united way nationally.

**Scott** – does it makes sense for NNIP to reach out to the foundation center and have them send in a speaker for us to provide guidance for how to target?

**Jake** – we’ve brought a story teller in.

**Scott** – often you get locked into your communication style and a story teller does a good job of giving the human interest aspect.

**Doug** – we don’t do an annual report anymore, we do a video that gets presented and is more engaging from a story telling perspective. It gives facts, but also tells the story. And then we can use that on our site and promote engagement.

**Kathy** – the idea of the training pieces and like the workshop that we’re doing. We’re trying to include more engagement.

**Carrie** – the R session from last time was super helpful, so having data creation sort of camp sessions would be helpful.

**Fabrizio** - we use dataviz more and more.

**Doug** – everyone wants a one pager.