**Log frame for the CEP/CEA White Paper**

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| **Goal: Expand service delivery, build trust and facilitate resilience building action in priority communities through meaningful engagement and alliances.**  |
| 1. **Build and strengthen the culture of community engagement in the Red Cross Regions**
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| **Activities** | **Indicators** | **Means of Verification** | **Risks/Assumptions** |
| 1. Set up Regional/Chapter management structure
 | * Trained CEP leadership group (CEPLG) in target Regions by the end of the first year.
* Trained CEPLG advisor for the Division by the end of the first quarter.
* Defined overall management structure by the end of the first quarter.
 | * Quarterly call/notes with CEPLG advisors.
* Survey: Annual, at Regional level.
 | * Push back from the Region about suggested structure due to increased workload and/or budget perceptions.
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| 1. Build capacities of Regions and Chapters
 | * 20 cross-functional ARC staff/ volunteers trained in the first year.
* Achievements pre-and post test results.
* # of trainings per region
 | * Training evaluation
* Lists of participants
* Site visits in the target regions
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| 1. Improve enrollment of diverse and culturally competent workforce
 | * Workforce is representative of Chapter/Region demographics.
 | * Quarterly call/notes with CEPLG advisors.
* # of recruitments with demographics from OVS
* # of volunteers trained from partners
* Updated partnership index at the Regional level
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| 1. Expand collaborative work across ARC teams
 | * CEP advisors report that they have greater awareness and involvement of projects with CEP elements.
* Cross learning and data sharing amongst Chapters/ Regions/Divisions.
 | * Quarterly call/notes with CEPLG advisors.
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| 1. Launch internal marketing/branding campaign to raise awareness
 | * Increase of emails/posts generated
* Increase of webinars conducted
* Increase of livestreams conducted
 | * # emails/post sent out
* # webinars/livestreams created
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| 1. **Strategic relationship building with organizations serving priority communities**
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| **Activities** | **Indicators** | **Means of Verification** | **Risks/Assumptions** |
| 1. Increase number of partnerships with agencies working with priority communities.
 | * Increased number of signed agreements with new partner organizations.
* Increased access to partner services.
* Increased # of volunteers supplied by partners.
* Increase in the number of community-led events.
 | * # of new signed agreements
* List of new services accessible through partners
* # of new volunteers from partner organizations
 | * Obstacles in volunteer enrollment process for non-English speakers.
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| 1. Increase collaboration with elected officials and community leaders
 | * Increased display of public official support to ARC in constituencies.
* Increase in the number of community-led events
 | * # of officials/leaders met with
 | * Elected officials might have a negative perception of ARC
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| 1. Strengthen and repair existing partnerships
 | * Increased number of meetings with existing partners.
* Renewed goals and activities agreed with existing partners.
 | * # of meetings with partners
* Survey: perception of state of partnership.
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| 1. Implement trainings for volunteers supplied by partners for preparedness and disaster response/recovery
 | * Increase number of volunteer employees trained.
* Increase requests for partner-tailored trainings
* # of community led events taken place in the Region per year
 | * # of organizations providing volunteers
* # of new volunteers from partner organizations
* # of trainings per organization
* Survey: level of satisfaction of training
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| 1. Launch internal campaign to raise awareness in partner employees
 | * Higher visibility of partnership achievements and awareness of employees in collaborative work with Red Cross.
 | * # of emails/texts/posts sent out to employees with updates, flyers, invites, or infographics of events.
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| 1. **Customize equitable service delivery for priority communities**
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| **Activities** | **Indicators** | **Means of Verification** | **Risks/Assumptions** |
| 1. Implement demographics analysis for identifying socioeconomic, cultural and legal profile
 | * # of priority communities identified
* All community profiles developed per Region in the first year
* At least 2 community maps developed per Region in the first year
 | * RC View maps
* Community profiles
* Community maps
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| 1. Leverage partner involvement in the community to facilitate service delivery
 | * People in priority communities report receiving/having access to ARC services
 | * Community level of perception survey
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| 1. Improve website and capacity building tools with multiple languages.
 | * Cruz Roja Americana website mirrors ARC website on key identified topics by the end of the first year.
* Volunteer Connection website is functional in Spanish by the end of the first year.
* # of trainings translated into Spanish.
 | * ARC website has English / Spanish browsing options.
* Volunteer enrollment (forms and instructions) is available from Volunteer Connection in Spanish.
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| 1. Support communities actively involved in strengthening their own resilience
 | * # of community led events taken place in the Region per year.
* Increased # of alarm installation requests from the community
 | * Community level of perception survey
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