**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** | | | |
| **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. |
| 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 |  |
| 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 |  |
| 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. |  |
| 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** | | | |
| **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. |
| 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 |
| 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. |  |
| 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 |  |
| 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** | | | |
| **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 |  |
| 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 |  |
| 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. |  |
| 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 |  |