

Media Coordination | Extension

Reflection

The Covid emergency disrupted many of my specific plans for the two last Quarters, but a lot was accomplished through close coordination with the Enable Strategic Planning Committee (SPC). In addition to the usual media and communications activities, I became principal documentarian and webmaster for the [Buffalo Enable BEMask project](#), and began working with Lyndsey Wells and Muyuan Li on a similarly ambitious Enable Education project and website.

As Enable's only regularly paid contractor Enable, I am conscious, as is the SPC, that the EnableFund is dwindling. The SPC has urged me to submit this proposal without delay, create a Donors and Partners page at [EnablingTheFuture](#), and add Fundraising to my priority list. We have defined a new set of priorities for activities aimed at sustaining community engagement.

- Fundraising
- Volunteer Coordination
- Education

Effort will be placed on programs that can extend after the project funding concludes. A breakdown in greater detail is included below, followed by a recap prior activities and contributions.

NEXT: Q3 & Q4

- Fundraising
 - Sponsorship (Corporate & Research)
 - Chapter Needs Space
 - Social Media Campaign & Branding
- Volunteer Coordination
 - Hub Activities
 - Developer Projects
 - IBM AI (Hub Archive & Topics)
- Enabling Education
 - Website Archive
 - Committee Organization
 - Badges & Marketing

FAQ

1. The Description of Proposed Project:

This project is an extension of the [Media Coordination Project](#). Like the original plan, it aims to develop communications and collaborations across e-NABLE chapters and with the general public. The activities, once established, should coordinate and sustain communications from the community. For Q4-Q1 results, please see the [Results & Timeline Summary](#). For a monthly selection of contributions Q1-Q2, please view the [Extension Document](#).

2. Expected results/impact:

The extension is aimed at sustaining community engagement. Through fundraising, volunteer coordination across chapters, and educational development, we can plan to support a new generation of projects for 2021.

3. Estimate of work effort involved:

The project has been slated as part time, or about 20 hours a week. During the COVID crisis, I was putting in full time hours, so I can adapt my schedule to meet the needs of the week.

4. Estimated timeline for completion:

The project is proposed for two quarters: Summer Q3 2020 and Fall Q4 2020.

5. Names of individuals responsible for deliverables:

While I will be responsible for creating the final report, the project is collaborative in nature and relies heavily on guidance from the SPC, support from volunteers, and partnership from chapters.

6. Amount of funding being requested:

\$1500/month following the previous project structure.

7. A brief overview of my background with e-NABLE:

Hello, I'm Ben Rubin. [Here is my CV](#). I've worked the last several years for NGOs to develop systems of international collaboration with coordinated cycles, shared resources, and media strategy. I published the recent [Summer Newsletter](#) and worked with several e-NABLE chapters to create content for the community. I'm inspired by the incredible work from e-NABLE's chapters and I would like to help organize our expanding constellation of digital media. For more samples, please review my [original proposal](#).

REVIEW (Q1, Q2, Q3)

For the Q1 review before the COVID-19 Pandemic, please see [Results & Timeline](#) document.

Media Coordination Categories

While activities shifted drastically to meet a new set of needs during Q2, the community-building strategies informing the initial project design document continued to shape the effort. The examples below involve an iterative process with recurrent components to increase momentum. A series of articles and initiatives are shared through posts in the hub, social media, and the newsletter while user data is collected to inform fundraising and community development.

1. **Content Creation** | Sharing a series of stories to support 'Change Makers' leading in their effort
 - [e-NABLE in the Time of COVID](#) article (ETF) developed between 2 chapter interviews
2. **Coordinate Open Media** | Testing resources and development to bring communities together and inspire partnerships
 - [e-NABLE Pandemic Contributions Form](#) (10 responses from international community)
3. **Community Facilitation** | Encouraging initiatives with crowdsourced community tools to reach across platforms
 - [Hub Space](#) for International Covid Efforts (15 interviews from 15 international chapters)
4. **Moderate News Cycles** | Publishing newsletters referencing recent stories and media that showcase active volunteers
 - [Summer Newsletter](#) 2020 disseminated to 8700 email subscribers.
5. **Tracking Activity** | Collecting community activity to share progress and inform decisions
 - [e-NABLE Chapters | Education & Schools](#) collecting 40 active chapters through Hub posts to begin committee reviewing materials.
6. **Marketing Models** | Feeding projects into new funding streams
 - [Ddora Grant Proposal](#) review to showcase pandemic and education contributions (Q4)
7. **Communications Strategy** | Learning from our progress to reach a wider audience
 - [e-NABLE Education | International Community Leaders](#) to develop community leadership

Monthly

The following are selected projects developed since the Q1 [Results & Timeline](#).

December

-

November

- Newsletter Article scheduling for ETF
 - [e-NABLE Bot](#) - November week 2
 - [Mat Bowtell story](#) - November week 3
 - [Loomio Project](#) - November week 4
 - [e-NABLE Events](#) - November week 5
- [Wishbone Planning](#)

October

- [ENABLECON presentation](#) (BE Mask Interview)
 - [BE Mask Interview](#)
- COINTER presentation
 - [Recording](#)
 - [Presentation](#)
- [Mat Bowtell](#) interview
- ISTE Presentation with Lyndsey
 - [Presentation](#)
 - [Video](#)
- [Fall Newsletter](#)
 - Email contact updates
 - Social Media Posts
- Explore Hub posts lost in the personal 'Stream'
- Reviewed GSMA Grant - [summary of the documentation](#)
- [New Member Meet-up](#)
- [Wishbone project Voting](#)
- LATER - social media setup

September

- ETF [Partnership page](#)
- Educational Kit planning with Jeremy
- [BE Mask Internship](#)
- [NIOP Feedback \(4 sections\)](#)
- [Enabling Education Community Library](#)
 - [Enabling Education Form](#)
- [E-Nable Bot development](#) (introductions & metrics)
- [Fall Newsletter Planning](#)
- [Red Sea collective](#)
 - Ethiopia member coordination
- [Chapter Wishbone Project](#)
 - [Loomio Discussion](#)
 - [SPC Discussion \(9/11\)](#)
- [International Translation Testing](#)
- [e-NABLE's Pandemic Process](#)

August

- [Centralized e-NABLE funds](#)
- [e-NABLE Badges for Educators](#)
- [Enabling Development](#) (weekly meetings)

July

- [e-NABLE Corporate Sponsorship](#) planning
- [Summer Newsletter](#)
- [e-NABLE Pandemic Contributions Form](#) (10 responses)
 - [Hub Space](#) for International Covid Efforts (15 interviews)
- Coordinate volunteers (Muyuan, Patrick, Ryan)
- [NIOP Feedback](#) form

June

- [e-NABLE in the Time of COVID](#) article (ETF)
- Enabling education initiative
 - [Enabling Education Interview](#)
 - [e-NABLE Chapters | Education & Schools](#)
 - [e-NABLE Education | International Community Leader](#)
 - Review and support for [Now Initiative](#) Curriculum
- Review & Feedback for [Ddora application](#)
- [e-NABLE Turkey](#)
- Coordinated [Italian translations](#) of materials

May

- [Cleaning & Sanitation Guide Project](#)
- [Video Guide Project](#)
- [FDA EUA Process](#)
- Manage [website development](#) with volunteer Muyuan
 - Wordpress installation
 - Sandbox set-up with Jeremy

April

- Media follow-up (GQ France)
- Hub management
 - Facebook sharing
- Contribution to Schull documents
- [Stopgap solutions](#)
- [Pre-ventilator solutions](#)
- Update invoice documentation
- Support FDA EUA submission of BEmask
- Rebranding [survey](#)
- Website Design
 - [Coordination with volunteer Muyuan](#)
 - [Media Folder](#)
 - [Document Folder](#)

- [Attribution List of Team Members](#)
 - Manage [Public Media](#) Slack Channel
- Coordinate [Mask Documentation](#)
 - Public [Mask Testing](#)
 - internally-facing [Respirator Mask & Testing](#)

March

- [BE Meeting documentation](#) (5-7x / week)
 - Manage [Actions & Resolutions](#) Slack Channel
- [Pandemic Device Delivery](#) (updated weekly)
- [Pandemic Resources](#) (updated daily)
- Design Choice [Survey](#)
- [Enabling in East Africa - published on ETF](#)

February

- Hub Hosting & Import
 - [Project guidelines](#)
- Chapter reporting
 - [Chapter Reporting Proposal](#) contributions (Mazvy)
 - [e-NABLE Community Tiers for Virtuous Activities](#)
- International Campaign preparation
 - [Campaign Planning | Volunteers , Recipients, and Donors](#)
 - [Crowd Campaign Ideas](#)
 - [Crafting the campaign](#)
 - [Crowdfunding chapters spreadsheet](#)
 - [Core 12 materials](#) for translation (Dell)
- [Communications Strategy | Education](#)