

# TCMI LEARNING COLLABORATIVE: VIRTUAL WORKSHOP WORKBOOK QUESTIONS

OCTOBER 2020

PUBLIC POLICY RESEARCH INSTITUTE, TEXAS A&M UNIVERSITY



**TEXAS**  
Health and Human  
Services



TEXAS A&M UNIVERSITY  
Public Policy  
Research Institute

# REINVENT, RETHINK & REIMAGINE TEXAS CONGREGATE MEAL PROGRAMS

## DAY 1, SESSION 1

### WELCOME & INTRODUCTIONS: SETTING THE STAGE

WEDNESDAY, OCTOBER 21, 2:00-2:30 pm

- ❑ What is the importance of the Congregate Meal Program (CMP) within your community for the seniors served by the program?
- ❑ What would you like to accomplish for your Congregate Meal Program through your participation in the Texas Congregate Meal Initiative (TCMI)?

## DAY 1, SESSION 2

### IGNITE PANEL: LEARN FROM INNOVATION PRACTICES

WEDNESDAY, OCTOBER 21, 2:30-3:30 PM

- ❑ What innovations have you heard that might work for your own program?
- ❑ Do any of the best practices strategies you heard help you plan appropriate program approaches for your own innovation?

## DAY 1, SESSION 3

### BUILDING BLOCKS: RESOURCE MANAGEMENT IN INNOVATIVE PROGRAMING

WEDNESDAY, OCTOBER 21, 3:40-4:30 PM

- ❑ What organizational resources are most critical for successful implementation of the innovation?
- ❑ What resources do you currently have in place that supports successful implementation of an innovation?
- ❑ What resources will need to be developed or expanded for success of the innovation?

## DAY 2, SESSION 1

### COMMUNITY CAPACITY BUILDING: STRENGTHEN PROGRAM IMPACT

FRIDAY, OCTOBER 23, 2:00-3:00 PM

- ❑ What community partnerships and/or resources do you need to successfully implement any CMP innovation idea?
- ❑ What types of community partnerships or external resources do you need to develop or expand for success of your innovation?

## **DAY 2, SESSION 2**

### **SMART MARKETING & COMMUNICATION IN IMPLEMENTING INNOVATIONS**

**FRIDAY, OCTOBER 23, 3:00-3:45 PM**

- ❑ **What marketing communication tools are you currently using which would benefit from a more creative and innovative approach?**
- ❑ **Of the marketing communication tools discussed in this session, which have you not used or under-used that would help your innovative pilot communication efforts?**
- ❑ **What owned and earned media (online and offline) tools would be most helpful to enhance the innovative nature of your marketing communications efforts?**

## **DAY 2, SESSION 3**

### **IMAGINE & VISUALIZE PROGRAM SUCCESS**

**FRIDAY, OCTOBER 23, 4:00-4:40 PM**

- ❑ **From what you heard, what ideas, practices, or suggestions would be helpful for you to implement your pilot program?**
- ❑ **What will success look like for your CMP innovation?**

## **DAY 3, SESSION 1**

### **MEASURING SUCCESS: SIMPLE DATA TRACKING & STORY BOARDING**

**FRIDAY, OCTOBER 30, 2:10-2:40 PM**

- ❑ **Which specific measures can you track so you can easily story board the success of your innovative program?**

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