



OUTREACH AND EDUCATION COMMITTEE COMMISSION

General Commission:

The committee is responsible for developing the outreach and marketing campaign to reach Texas homeowners in danger of foreclosure and move them to reach out to an appropriate resource for assistance.

Appointments and Composition:

1. Chair and Co-Chair will participate on the TFPTF Leadership Committee.
2. The Chair and Co-Chair will recruit however many people are needed to accomplish the committee commission.
3. Subcommittees may be formed as needed to accomplish the work of the committee. The Chairperson will appoint the chair of the subcommittee.

Responsibilities:

1. Become knowledgeable about the foreclosure issue and how it affects Texas families and communities and the mission, goals, accomplishments and impact of TFPTF.
2. Meet regularly as workload dictates.
3. Construct and support media outreach strategies including Task Force Launch Events, Ad Council "Nothing is worse than doing nothing" ad placements, press releases, public interest stories and other outreach strategies utilizing the media.
4. Promote and support foreclosure prevention clinics and workshops aimed at connecting the distressed homeowner with their lender/servicer and local counseling organizations. This includes the Hope Now Alliance Roadshow and other similar events.
5. Develop partnerships with cities and representatives of the housing industry and consumer groups to enlist their support in foreclosure prevention efforts.
6. Identification or development of materials, toolkits, communication vehicles including website enhancement, expanding distribution of newsletter, mobile unit, etc.
7. Public education and awareness of foreclosure issue and resources available through variety of public speaking opportunities and development of a system to support and manage opportunities (possible speakers bureau).
8. Be aware of outreach strategies that are successful with other foreclosure prevention task forces around the country.

CY 2008 Texas Foreclosure Prevention Task Force Goals that relate to the Resource Development and Outcomes Committee:

- 20,000 Calls to the HOPE Hotline
- National Ad Council ad run 300 times on Texas Radio and TV
- 25 Press Releases and Public Interest Stories
- 25 education/outreach meetings/foreclosure clinics
- Partnerships with 35 Texas Cities and Counties