Target Area: INFORMATION DISSEMINATION			
2.x.x	BASIC	COMPETENT	PROFICIENT
	Identifies an area in which the office can strategically create improvement plans to build their internal capacity	The ability to complete tasks that meet the requirements of the SORH grant in a way that is universally accepted by peers as the norm	When the expectations of completing tasks exceed the norm they are considered proficient, allowing for innovation and pace-setting strategies for the office

Rationale: The NOSORH Proficiencies workgroup envisions that every SORH has competency to meet all information dissemination requirements for SORH funding. The key elements of the Information Dissemination are: stakeholder review (ensuring a list of these stakeholders for easy dissemination of information), the use of effective and efficient communication modalities, partnerships that expand the reach of the SORH's information dissemination capacity, and ensuring SORH responsiveness to support FORHP and its partners.

1. Stakeholder Database

1. Collection and review process (CDI)	SORH does not actively keep their stakeholder list regularly updated	**SORH updates stakeholder lists as information is obtained**	SORH has a strategy in place on how to collect and regularly update stakeholder lists
2. List maintenance (CDI)	SORH has a list of stakeholders but not in an electronic format or accessible by others	SORH maintains a list of stakeholders within their email account that can be shared with others	SORH maintains a list of stakeholders in an external format, which allows for tracking and identifies expertise of stakeholders, and includes FORHP grantees in the state

2. Communication Modalities

1. Targeted communications techniques (CDI)	SORH communicates exclusively through email with no plan for engaging other mediums	SORH communicates primarily through email and leverages partner resources to disseminate in additional modalities	SORH develops messaging using at least one modality, in addition to email, for information dissemination that is appropriate for the target audience
2. Necessary resources are allocated	SORH has no FTE dedicated to managing office communications	SORH has less than .25 FTE dedicated to managing office communications	SORH has at least a .25 FTE dedicated to proactively planning and managing office communications

3. State Partnerships

1. Identify and communicate with shared stakeholders (CDI, C)	SORH is unaware of state partners with audience and mission overlap, or has no method for communicating with those state partners	**SORH identifies points of contact among state partners with common audience and mission**	SORH has a methodology to collaborate with state and community partners, including non-traditional partners, who have common audience and mission

Target Area: INFORMATION DISSEMINATION			
2.x.x	BASIC	COMPETENT	PROFICIENT
	Identifies an area in which the office can strategically create improvement plans to build their internal capacity	The ability to complete tasks that meet the requirements of the SORH grant in a way that is universally accepted by peers as the norm	When the expectations of completing tasks exceed the norm they are considered proficient, allowing for innovation and pace-setting strategies for the office
2. Leveraging of state partners (CDI, C, TA)	SORH does little or no cross-promoting of resources or distributing information	SORH engages state partners to utilize their resources to distribute information for specific events or activities	SORH leverages strategic state partnerships, on an on-going basis, to identify issues, information resources, expand reach, and cross-promote resources and distribute information
3. SORH as trusted source of information (CDI, C, TA)	SORH is not regularly invited to participate in dialogue with state partners	SORH is provided with a voice for information with state partners on certain issues only	SORH is regularly invited by partners to participate as a source of information

4. Supporting FORHP and Partners			
1. Knowledge of FORHP and Partners	SORH does not fully understand FORHP and their partner roles	SORH is knowledgeable about FORHP and their partners	SORH has a thorough knowledge of FORHP and their partners, including FORHP grantees, what they offer, and how they can collaborate
2. Dissemination of FORHP and Partner information (CDI**)**	SORH does not regularly share information from FORHP and their partners with constituents	**SORH shares general information from FORHP and their partners with constituents**	SORH shares targeted information from FORHP and their partners with specific constituents
3. Leveraging and communicating with FORHP (C, TA)	SORH does not seek information or leverage the resources available from FORHP	**SORH participates in Regional Partnership calls on a regular basis and responds to FORHP requests in a timely basis**	SORH and FORHP engage to update one another on the challenges and accomplishments of SORH and FORHP initiatives, and leverage available resources at the state and federal levels
4. Leveraging FORHP Partners (C, TA)	SORH does not leverage the resources available from FORHP partners	SORH occasionally makes requests of FORHP partners or directs constituents to FORHP partners for more targeted assistance	SORH leverages FORHP partners to engage in activities that enhance the skills of constituents by engaging partners with specific skill sets