

## MEMO

**TO:** Commissioners  
**FROM:** Kathi Walker, MA, Assistant Director  
**DATE:** September 2, 2011  
**RE:** Communication Plan

### BACKGROUND:

At the March 14, 2011 Meeting, Commissioners approved a Communication Plan to promote Initiatives using technology, outreach and community based activities. Strategies in the Plan included key messaging, advertising, outreach materials including book bags and promotion through social networking and website maintenance. The total annual budget was approved at \$45,000: \$19,800 outreach materials, \$10,200 web maintenance, and \$15,000 advertising.

At the June 13, 2011 Meeting Commissioners approved the FY 2011-12 budget without funding for a Communication Plan. It was noted at this meeting that if funding were to become available, it should be directed to support activities in the Communication Plan.

### DISCUSSION:

Staff would like to revise the Communication Plan with low to no cost strategies and priorities for expenditures should funding become available. No cost activities include promoting the Commission's work at the following venues:

#### No Cost Activities:

- "Norma at Noon" Radio Show
- Dr. Barber's public education television show
- Community presentations through a speakers bureau

#### Low Cost Activities: \$5,000: (\$20 per hour X 5 hours week x 50 weeks each year= \$5,000)

- Website
- Social Networking
- Quarterly Newsletter

Other activities including advertising and outreach materials including book bags, child health records, toothbrushes, dental floss, brochures, countdown calendars post cards and posters.

### CONCLUSION:

Staff anticipate cost savings in personnel this year that could be directed to the Communication Plan with a priority to low cost activities now by contracting with Liz Dowell to maintain the website, social networking sites and a quarterly newsletter. The Commission could review the Plan again in January 2012 and consider advertising and outreach materials at that time.