**PUBLIC AWARENESS COMMITTEE MEETING**

**10.4.2018**

**ATTENDANCE:** Kathleen Fisher (Co-chair), Renee Greenland (Co-chair), AJ Simms , Amy Lang, Michael Etheridge, Sara Dorow, Tammy Modic

**EXCUSED:** Julia McDermid , Richard Lynes

**UNEXCUSED:** Johneisha Prescott

**AGENDA:**

* **Roll Call and Introductions**
* **Agenda Review**
* Suggestion was made to add “New Business” to the agenda template.

**Action item:** Kathleen will add “New Business” to the agenda template.

* **Member List Review**
* PA Committee member list and contact information has been updated in the Google Drive.
* **Shared Drive**
* Not everyone can access the Shared Google Drive, so we will look at other options to provide access to that information.
* **PA and Advocacy Committee Review**
* Reviewed the purpose of the PA committee. Discussed press releases and what subject matter will be covered. Possible topics include PIT process and results, new bylaws and governance. Agreed that the BOS Board of Directors and/or the BOS Director will need to help generate ideas and topics for press releases. We will also need to identify to whom our press releases will be sent. Does someone in the membership have a media contact list they are willing and able to share?
* Discussion was had about ideas for possible Facebook topics. Personal success stories generate a lot of interest. Can we send an email to the membership asking them to share these stories for us to post on Facebook? “Did you know?” data points and PIT results would also be good. Should we honor requests from agencies to add agency job postings or events to our Facebook page?
* **Social Media Policy / Strategic Plan**
* Discussed what this policy should look like. The research that’s been done so far has not identified the kind of policy that would make sense for our membership organization, since most social media policies are geared toward employer/employee situations.
* What is the purpose of the social media policy? Is it to manage which members are able to share posts, or is it to set expectations on what or how often to share information? Should it be more of a Conflict of Interest policy?

**Action item:** Michael and AJ agreed to lead the social media policy effort. Michael will get in touch with Carrie, and AJ will contact Jeannette for further instruction.

* **Advocacy Strategic Plan**
* Discussed what the advocacy piece of this committee should look like. Who can/will disseminate information coming from the state so we can gather more voices on pertinent issues? Not many members of our committee have ever participated in the state Advocacy Day at the Capitol, and this would be an excellent opportunity for our committee/membership to learn more about advocacy.

**Action item:** Kathleen will call our new committee member Julia McDermid to find out more about Advocacy Day since she recently joined our committee to share her experience and expertise with advocacy.

* **New Business**
* Nothing at this time.
* **Next Meeting Date**

Next meeting will be in person at November’s quarterly meeting at Kalahari in the Dells on Thursday, November 8 from 4:00-4:30 pm. The meeting will be available by GoTo Webinar for those not able to attend.

**PA and Advocacy Committee
Thu, Nov 8, 2018 4:00 PM - 5:00 PM CST

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