



Meeting Minutes Form

To be completed within one week of any meeting of the ACCESS Initiative and shared with the evaluation team for tracking of effort. Add and remove rows as necessary and type directly into tables.

Meeting Information

Date	Thursday, January 6, 2011
Location	Juvenile Detention Center
Committee/workgroup name	Social Marketing and Communications Committee
Meeting type (e.g., regular, as needed, training, workshop)	Regular
Time starting	3:15 pm
Time ending	5:04 pm

Date of next meeting	Friday, January 21, 2011
Time of next meeting	3:00-5:00 pm
Location of next meeting	Juvenile Detention center

Name of person recording minutes	Ratisha Carter/Jonte' Rollins
Organization/group represented by person recording minutes	ACCESS Initiative

Attendance (or include list of regular/standing members with spaces for new/visiting members)

Name	Organization/Group Representing
Jonte' Rollins	ACCESS Initiative
Ratisha Carter	ACCESS Initiative
Mary Vita-Rosmarino	MAYC
Connie Kaiser	JDC
Davonte Crabb	Y.A.B./Youth Nation

Henry Radcliffe	IPM-WILL
Julia Thomas	ACCESS Initiative
Ordena Hope	Parent
Lynn Canfield	CCMHB
Patricia Avery	CUAP
Richard Relliford	Y.A.B./Youth Nation
Shandra Summerville	ACCESS Initiative
Shawn Lampkins	ACCESS Initiative
Siobhan Reynolds	Probation & Court Services
Tanya Parker	Unity and Action
Tracy Parson	ACCESS Initiative
Ulanda Hunter	Community
Cierra Williams	Y.A.B.
Barb Bressner	CCMHB/CCDDB Consultant

Announcements Made

Please list any announcements made at the beginning of this meeting.

Announcements
<ul style="list-style-type: none"> • CUAP offering parents and youth job opportunities and career opportunities, home ownership, parkland-grant (free tuition books, green's technology) CUAP is collaborating with Parkland and Land of Lincoln • January Community Cinema Screening: For Once in My Life-screening and post screening discussion will be held at the Champaign Public Library in the Robeson Rooms A & B on Thursday, January 27, 2011 starting at 6:30 pm. • Family Matters- onsite training for about 15 people providing resources for parents. • Building the Faith Based Network to Create ACCESS (I-Hotel). Monday, January 31, 2011.

Notes on Discussion

At the beginning of the meeting, record all listed agenda items in the left column. If the agenda item is not discussed, leave the corresponding “discussion” section blank. If discussion occurs on a topic not covered in the agenda, please list the overarching topic under “non-agenda discussion points” and take notes as you would for agenda items.

Notes should be sufficiently detailed so that someone not present at the meeting can follow the basic elements of the discussion. These notes are also intended to serve as a record of meeting content. Add space and lines as needed.

Agenda Items	Discussion
Review of Timeline	<p>*Reviewed each task on timeline and included details and deadline.</p> <p>Brainstorming about website task on timeline: -Are we looking for local individuals? - Can we get an intern paid or non-paid for creation and development? -Create a program? -Should intern work with professional? -Parents/committee members could be included in experience too. -Providing ongoing articles to website? Articles keep people connected with website.</p> <p>Q's about timeline? N/A</p>
Social Marketing and Communication Team	<p>How do we want our committee to operate? What project would you be interested in working on as a committee team: -Media component: Web, Facebook, twitter, radio, etc. -Press release(Unity and Action Magazine) -Community Awareness- Anti Stigma, Events These projects can be a learning opportunity. Feel free to work in an area of just interest. (Jonte' has list of names and areas of interest)</p> <p>*It is important for us to remember our target audience and Market at our full potential. This committee is critical for the success of the organization and overall objective. *</p> <p>We will do a lot of work as a committee whole; however there will be outside work/sub-committees. Outside brainstorming and communication plus feedback will keep us connected and informed. Jonte' prefers not to have too many meetings therefore any outside help is requested.</p>

<p>Website Brainstorming</p>	<p>Function of Website Brainstorming</p> <ul style="list-style-type: none"> -Can the development be done with youth and used as a Training course? -Target Audience: We should be a source for parents, youth, and providers, families, stakeholders, etc. -User friendly: Keep in mind people that don't like computers -Resourceful -Web site should answer the question "How can I help you?" -people like to have it quick and easy -start by offering a survey to narrow help needed -system of care (from our site to agency- possible link or connection for immediate response) -Community page-article database -Testimonial page -Events- what's going on (calendar?) -Challenges/Mentorship page -Google groups-document sharing/committees sharing (different access levels) -Interactive forms/ tests/ self-assessment, privacy -Parent/youth-access to their files, personal information, systems *link* -Font changes option- woman on campus that specializes in creating website or adjusting websites to be helpful for people with special needs. Website Reader? -Blog? Open Chat room? -Projects and Events-How to get involved? How to be a part of Access All? Career opportunities? History? Vision and goal? -Downloadable source-Eco friendly users (easy view) -Videos -Professional chat vs. regular chat - Wikipedia, social dictionary, agency contact access -Mobil access through website <p>*Urbana school district website #116 great example of user-friendly*</p> <p>*Everyone should try to take a look at related websites as an example*</p>
<p>Elevator Speech-Group break Out</p>	<p>In small groups we developed small cards about Access and guiding principles to give it one person. Come up with our about 3-4 sentences that sums up our information.</p>

	<p>Group #1 Brainstorming Provided different slogans for multiple cards</p> <p>Group #2 Provided slogans Examples: "Shifting gears youth family community making a difference" "Be impacted from top to bottom"</p> <p>Group #3 Use mission statement on a card- adult audience</p> <p>Separate card for youth -have a meeting with youth to see what catches their attention Example: "Switching gears to create access"</p> <p>Perhaps use the word: "gears" or "gearing" to tie in with logo. Create a short simple catch phrase that triggers "hey, that's Access..."</p>
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Non-Agenda Discussion Points	Discussion
None	

Decisions Made

Please list any key decisions made during this meeting.

Decisions
Website Criteria

Follow-Up Responsibilities

Please list any tasks delegated during this meeting, the person to whom the task is assigned, and the deadline for task completion.

Task	Point Person	Deadline	Date Complete (or ongoing)
Send link to websites that have graduated so that committee can see simple and complicated sites	Jonte' Rollins	TBA	

