



Type of Meeting	Social Marketing and Communications Committee	Date	Friday, January 21, 2011
Place	Juvenile Detention Center	Time	3:00-5:00 PM

Agenda Items	Person's Responsible	Desired Outcomes	Handouts	Time Allotted
Introductions/Community Announcements	Committee			10 mins
Review and Acceptance of Minutes	Jonte' Rollins	Recap of previous meeting. Make corrections or additions.	1/6/11 Minutes	5 mins
Social Marketing and Communications Coordinator Update	Jonte' Rollins	Information on SMCC activity		5 mins
ACCESS Initiative Parent Letter	Jonte' Rollins	Committee feedback and acceptance	Copy of letter	10
ACCESS Initiative Brochure-1st Draft	Committee	Solicit feed back	Copy of Draft	15 mins
ACCESS Engagement Events	Committee	Develop a list of event criteria, activities, and presenter guidelines and qualifications		20 mins
Social Marketing and Communications Workgroups	Jonte' Rollins	Identify members who are interested in working on specific tasks outside of the regular monthly meeting. <i>-Website Development</i> <i>-ACCESS Initiative Communications Policy</i> <i>-ACCESS Initiative Engagement Events</i> <i>-Black History Month New Gazette AD</i> <i>-ACCESS Initiative Mental Health Awareness Week</i>		5 mins
ACCESS Initiative Social Marketing Plan	Committee	-Review ACCESS Initiative Goals -Create Social Marketing and Communication Goals -Select Primary and Secondary Audiences	Planning Sheet	40 mins
Closing/Reflection				5 min

Notes

<i>Task</i>	<i>Point Person</i>	<i>Deadline</i>	<i>Date Complete (or ongoing)</i>

