



## MEMO

TO: UC2B Policy Committee

DATE: 5/27/11

FROM: John Kersh and Brandon Bowersox

**RE: UC2B Marketing and Outreach Subcommittee update & recommendations**

At the request of the Policy Committee, the Marketing and Outreach Subcommittee has provided an update of its activities to date. The Subcommittee prepared a document for review by the Policy and Technical Committees at their last meetings. This document provided an overview of Subcommittee activities and contains three general recommendations for the Policy Committee to consider regarding marketing and outreach activities. The three general recommendations each have specific recommendations that explain the general recommendations (attached).

At the May 18, 2011 Policy Committee meeting, John Kersh and Brandon Bowersox gave a brief overview of the document and provided a list of proposed next steps for marketing and outreach. The Policy Committee raised two primary issues: the first was the need to proceed as quickly as possible in designating a lead agency and begin marketing and outreach activities. The second were concerns regarding the identification of appropriate role(s) and activities of the Marketing and Outreach Subcommittee as they pertain to its capabilities.

Attachment

# UC2B Marketing and Outreach Recommendations

May 27, 2011

## 1. Initiate door-to-door canvassing to obtain subscriptions and access agreements for UC2B service installation and maintenance.

### Specific Recommendations

- a) Request that the City of Champaign conduct hiring and oversight for the canvass coordinator (the previously advertised job title was Program Coordinator for Technical Community Outreach) and to develop a timeline and training plan for canvasser deployment.
- b) Request that the cities of Champaign and Urbana conduct hiring for the canvassers for their respective neighborhoods.
- c) Consider securing the services of an Internet service/telecommunications marketing consultant to provide an ongoing, comprehensive marketing plan during operations with the Marketing and Outreach Subcommittee performing support and advisory functions as deemed appropriate by the Policy Committee; and identify a lead agency and budget to obtain these professional services.

## 2. Review and approve the new roles of the Marketing and Outreach Subcommittee and the Open Access and Offered Services Subcommittee.

### Specific Recommendations

- a) Approve the merging of the Open Access and Services Subcommittee and the Marketing Outreach Subcommittee with the subcommittee retaining the name "Marketing and Outreach Subcommittee."
- b) Direct the newly merged Marketing and Outreach Subcommittee to work on some or all of the following issues in the coming three months (June-August):
  - Review and update the UC2B offered services and price list until/unless this will be performed within the scope of services to be provided by a consultant;
  - Plan to attend summer community events to share UC2B info (e.g., by holding a table/booth at the STAR Expo, Neighborhood Nights, Sweetcorn Festival, Taste of C-U, etc.);
  - Collaborate with the cities to help coordinate marketing activities and prepare marketing materials such as flyers until/unless this will be performed within the scope of services to be provided by a consultant;;
  - Assist the cities through the lead agency to establish and implement the door-to-door canvassing/door-to-door survey plan;
  - In partnership with eBlackCU, coordinate and hold a technology demonstration (tentative date in July 2011) in partnership with eBlackCU to showcase UC2B electronics and broadband applications;
  - Conduct outreach and follow-up with Anchor Institutions and IRU customers (about the UC2B project timeline and progress, general info and awareness, etc.);
  - Consider initial outreach or follow-up (as necessary) with potential partner ISPs.
  - Work through appropriate departments of each consortium member to promote UC2B via all means available to the consortium members.
  - Establish partnerships with organizations that can advocate for the UC2B project, donate equipment and software, and sponsor UC2B activities.
  - Develop a timeline (start dates and end dates) for each of the above activities.
- c) After the interim lead agency for operations is designated, review the approved roles and responsibilities of the Marketing and Outreach Subcommittee as presented or amended in 2(b) and re-charter the group in a manner that adequately serves the needs of the Policy Committee and lead agency.