

July 30, 2014

Communication Workgroup Meeting Minutes - DRAFT

Present: Dana Bjarnason, Jana Bitton, Rachel Richmond, Kathlynn Northrup-Snyder

Absent: Susan Bakewell-Sachs, Carl Brown

Agenda Item	Discussion	Decision/Action items
Review of group charter	Dana and Kathlynn gave an overview of the work of the group to date.	Information only.
Name of the workgroup	There has been confusion about the work of the group related to calling it the Townhall Workgroup. Discussed the need to expedite development of a logo. Suggestion to include a river theme, keep it simple.	Rename the workgroup: Communications Workgroup.
Brainstorm strategies	<ul style="list-style-type: none">• Strategies brainstormed and assigned• Dana recapped experience and tools used in Texas.<ul style="list-style-type: none">○ Strategic plan○ Coalition members○ Website presence for steering committee○ PowerPoint presentation	Dana – develop recommendation regarding speaker’s bureau/“canned” content for consistent message Jana – develop recommendation regarding use of technology Rachel – develop recommendation regarding internal/external audiences Dana to send copies of documents as examples that could be replicated.
OCN website	Jana discussed the need for a good OCN website with links to IOM-FON work. One idea would be to highlight the steering committee.	Information only.
Invite members	General agreement about replicating the coalition membership implemented in Texas.	Need to develop recommendation and tools for discussion at steering committee.
Next Meeting	To be scheduled after Labor Day.	Dana to facilitate.