

Alzheimer's Resource of Alaska
<MONTH> Ad-Hoc Comms Committee Meeting
This committee meets monthly, quarterly, reoccurring time, etc TBD.

Date:	Location: <place of meeting>
-------	------------------------------

Attendance Log:

Board Members	Staff
Sheryl Cook, Co-Chair	Lisa Sauder
Bruce Pozzi, Co-Chair	Joanne Proefrock
George Borderieux	
Kara Thrasher-Livingston	Guests
Charlene Walker	

X= Present

E= Excused

V= Virtual

Topic	Information – Findings – Conclusions – Recommendations
Agenda Item 1:	<ul style="list-style-type: none"> • • • •
Agenda Item 2:	<ul style="list-style-type: none"> • • • •
Agenda Item 3:	<ul style="list-style-type: none"> • • • •
Current Standing Items	<ul style="list-style-type: none"> • Status Update on SP FY 2024 Operating Plan Tactics • •
Other Updates/Discussion	<ul style="list-style-type: none"> • • •
Action Items	<ul style="list-style-type: none"> • • •
Next meeting	<ul style="list-style-type: none"> •

Strategic Plan – FY 2024 (July 1 – June 30) Operating Plan Status Update
Status Options Only: Not Started, In Progress, Done, Moved to FY 25, Changed tactic to....

Initiative	Priority Tactics (these are taken from your Strategic Plan)	Accountable Party	FY 2024	
			Completion Date	Status

Strategy 3. Name Recognition/Expansion
Ensure all Alaskans are aware of and have access to ARA services.

3.1. Create marketing and communications 5-year plan to facilitate statewide recognition of who ARA is and the services ARA provides.	A.	Create clear one-sheeter to clarify “this is who ARA is, and this is how ARA can help”; be clear about what ARA offers.	Ad hoc Comms-Sheryl/Lisa, Bruce Pozzi	Q4	
	B.	Differentiate Alzheimer's Association and ARA: – national does research; ARA provides services & all donations to ARA stay in AK.	Ad hoc Comms-Sheryl/Lisa, Bruce Pozzi	Q4	

3.2. Evaluate the efficacy of rebranding, logo, name, and dba of care coordinator.	A.	Create and implement survey to assess impact of potential rebranding.	Ad hoc Comms-Sheryl/Lisa	Q3	
	B.	Assess and define relationship between ARA and Care Coordination.	Ad hoc Comms-Sheryl/Lisa	Q3	
	C.	Research different logo options and their costs, review concept and select new image.	Ad hoc Comms-Sheryl, Charlene/Lisa	Q4	
	D.	Implement communication strategy to clarify Care Coordination as a DBA program of ARA.	Ad hoc Comms-Sheryl/Lisa	Q4	