**Alzheimer’s Resource of Alaska**

*<MONTH>* ***Ad-Hoc Comms Committee Meeting***

***This committee meets*** *monthly, quarterly, reoccurring time, etc TBD****.***

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

Attendance Log:

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|  **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

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| **Topic** | **Information – Findings – Conclusions – Recommendations** |
| Agenda Item 1: | *
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| Agenda Item 2: | *
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| Agenda Item 3: | *
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| Current Standing Items  | * Status Update on SP FY 2024 Operating Plan Tactics
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| Other Updates/Discussion | *
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| Action Items | *
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| Next meeting | *
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**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….*

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

**Strategy 3. Name Recognition/Expansion**

**Ensure all Alaskans are aware of and have access to ARA services.**

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| **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 |  |

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| **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 |  |