**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: |  |
| Agenda Item 2: |  |
| Agenda Item 3: |  |
| Current Standing Items | * Status Update on SP FY 2024 Operating Plan Tactics |
| Other Updates/Discussion |  |
| Action Items |  |
| Next meeting |  |

**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 |  |