

Communication Committee Agenda
October 15, 2018
4:00 pm – 6:00 pm
South Coast ESD Board room

Communication CIP Goals:

- Develop tools to provide professional development on each of the Professional Norms to be sent out with the bulletin.
- The organization will develop/display consistent strategic branding throughout the organization
- Re-establish the goals/outcomes of the committee group.
 - Team members commit to fully engage in meetings and activities
 - Establish goals and review at board meeting
 - Confirm attendance requirements
 - Share quarterly at board meetings the attendance rates
- Develop a marketing campaign for safety.
- Increase the ESD staff understanding and ability to communicate the LSP.
 - Address the LSP at All Staff Day
 - Embed LSP training in PIPs
 - Help staff prepare an elevator speech re. the ESD

AGENDA

1. **Branding/Marketing**
2. **Communication Audit/Plan**
3. **Local Service Plan**
4. **Safety Campaign** (Brandie PIP)
5. **Strive to THRIVE**
 - Bulletin Board
 - Website
 - Community engagement – Egyptian Theatre
 - Employment

ACTION

- Which Board member will be presenting at the Board meeting?

COMPLETED