

**CTC Outreach & Public Relations Workgroup
Meeting Minutes November 30, 2016**

Present: Pam Dove, Kevin Weir, Robin Chosa

Topic	Discussion	Follow-Up
Website Review	Under "What is CTC" tab: <ul style="list-style-type: none"> • Mission • Community Assessment - attached • Youth Survey • Action Plan - attached 	<ul style="list-style-type: none"> • Add Vision after Mission statement • Pull key points from survey and action plan and display on this page in an easy to read, visually appealing manner.
	Under "Become a Member" tab: <ul style="list-style-type: none"> • Does not contain suicide prevention workgroup • Discussion whether we should include a Key Leader option. Would be good to have key leader info and CTC video on website. 	<ul style="list-style-type: none"> • Add suicide prevention workgroup as an option to choose on the form. • Add Key Leader (with brief description) onto the form.
	Under "Get Involved" tab: <ul style="list-style-type: none"> • Work Groups - Discussion whether work groups should have a description linked to them. Also, whether to have the chair of each work group listed with contact info. • Events – Robin responsible for adding events to calendar. • Meeting Minutes – Discussion about amount of meeting minutes listed on the page. • Brochure – not current. 	<ul style="list-style-type: none"> • Add information about Key Leader under the Get Involved tab. Include CTC video. • Add link to work groups that explains them in detail. May connect them to the work group pdf. • Provide Kevin with updated work group flyer that includes suicide prevention info. • Robin to continue updating calendar with meeting/event information. • Archive meeting minutes from 2014-15. Keep 2016 listed on main page. • Pam to provide Kevin with an updated brochure.
	Under "Projects & Initiatives" tab: <ul style="list-style-type: none"> • Neon Night, Sick Air Show and ATI are the only things listed under this tab. • Discussion whether we should have a "Resource" tab that not only lists events, but also current programs (PFL, GGC), campaigns (Talk, they hear you, Wait 21, Do your part) and community resources. 	<ul style="list-style-type: none"> • Pam to provide Kevin with updated pictures of events. • Robin to talk with resource work group about developing a resource list that could be updated and uploaded annually.
	Under "Supporters" tab: <ul style="list-style-type: none"> • Difficult to keep up to date with all of the individual names listed. Also, concern for consent to be listed. 	<ul style="list-style-type: none"> • Remove individual names. Include business, agency, organization and group names instead.
	Under "Contact Us" tab: <ul style="list-style-type: none"> • Add chair information in pdf format so it can be easily updated and uploaded. Need best contact information from each chair and permission to list info on site. 	<ul style="list-style-type: none"> • Robin to provide Kevin with a list of all chairs and contact information for each work group.
Facebook	Current administrators include: Robin, Kevin and Pam.	<ul style="list-style-type: none"> • No changes at this time.
Twitter/Instagram	CTC has a twitter and Instagram account which is not currently used. Do not know account information. Set up by youth previously involved in CTC. Youth will need guidance on posting on behalf of CTC. Would like to see youth involved in keeping these	<ul style="list-style-type: none"> • Robin to follow up with Sherrie Larson to get username and password from granddaughter for twitter and Instagram accounts. • Robin to follow up with Chris Lynum and Sherrie Larson from the Youth

	accounts up to date, in addition to becoming involved in website development and upkeep.	Involvement workgroup to put feelers out for youth who might be interested in up keeping the twitter and Instagram accounts, and in learning how to develop and upkeep the website.
Social Media Contest	Eric DeMink working on creating 3 meme's to enter into a contest for a chance to win \$1,000 to promote the coalition on social media. The PR & Communication Workgroup crafted a draft dissemination plan for the social media contest.	<ul style="list-style-type: none"> Eric has two memes completed and is working on 3rd meme to be entered. Upon approval from executive committee, the meme's will be entered into the contest by the deadline which is Friday.

Respectfully submitted by:
Pam Dove, MS, RDN, CDE
Community Outreach & Public Relations Workgroup Member