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Public Relations Committee Meeting Agenda

Wednesday, January 19, 2022

4:00 PM – 5:00 PM

Virtual Meeting Credentials:

Provided in Meeting Invitation or contact Jacob Jenkins to get link at jacob.jenkins2@illinois.gov

Agenda

1. Call to Order- Catherine Leonis
2. Roll Call- Commissioners, please type your name in the chat.
3. Approval of Minutes- Catherine Leonis
4. DHS PR and Communication Policy and Procedures- Jacob Jenkins
5. Branding Strategy Review- pages 11-14 of packet
 - a. Discuss the goals of our Branding Strategy
 - b. Marketing Strategy
 - c. Next Steps
6. Serve Illinois Newsletter- Jacob Jenkins
7. Serve Illinois Event Updates- Jacob Jenkins
8. Next Meeting
9. Adjourned