



Public Relations Committee Meeting

Monday, June 13, 2022

4:00pm to 5:00pm

Locations

Virtual Meeting Via WebEx

Virtual Meeting Credentials:

Meeting credentials made available to meeting invitation or request the meeting link at dhs.serveillinois@illinois.gov

Agenda

1. Call to Order – Catherine Leonis, Chair
 2. Roll Call – *please type your name in the chat*
 3. Welcome & Introduction
 4. Mott Foundation Grant & PR Committee Support
 5. Serve Illinois Update- Jacob Jenkins
 6. Commission Employee Assistance Recruitment
 7. Newsletter-
 - a. Draft a focus, cadence, template and distribution plan
 8. Marketing and Messaging
 - a. Governor’s Hometown Awards & Governor’s Volunteer Service Awards
 - i. Messaging and External Marketing
 - ii. Scope of Work
 - iii. Timeline
 - iv. Approval process for messaging
 - b. State Fair
 - i. Messaging
 - ii. Ideas for Giveaway
 9. Work on Committee Needs Assessment
 10. Public Comments
 11. Adjournment
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