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Public Relations Committee Meeting

August 24, 2021

3:00 p.m. - 4:00 p.m.

Locations

Virtual Meeting via Webex

Virtual Meeting Credentials:

Provided in Meeting Invitation or contact Claire Starling to get a link

[claire.starling@illinois.gov](mailto:claire.starling@illinois.gov)

**Commissioners Present:** Hayman, Bridget

**Staff Present:** Samuels, Ayoka; McNeill, Cassie; Starling, Claire

**Serve Illinois Foundation:** Trivedi, Shefali

Minutes

1. Call to Order
  - a. Ayoka called the meeting to order at 3:18 PM
2. Roll Call
  - a. Attendance and minutes recorded by Cassie McNeill.
3. Branding Review
  - a. The vision that was purposed by PGM the commission makes the decision on Mission and Vision. The commissioners did put together the mission statement about a year and a half ago, so in our meeting in May where PGM presented the commissioners were okay with it but wanted to give their input. When we have our board retreat in October that is when we will vote on it.
  - b. Shefali- Clarifying question, do we have the commissioner's version of the vision statement they came up with? I think seeing it would help this exercise.
  - c. Ayoka-I asked for that and there are folks who are in the process of finding it.

- d. Bridget-I am really happy we can have this conversation, but I did have some concerns about the messaging and language. I wondered if it's too commission focused as opposed to focusing on the volunteers that we aim to engage. I was kind of thinking it would be helpful for this team to go through an exercise where we learn/focus on the audience that Serve is trying to engage. I think it would be helpful if this group came up with a plan for the retreat. I think we could offer some valuable feedback. Another good thing to think about is where are we in the process and where do we want to be when we meet at the retreat?
- e. Shefali-Great feedback Bridget! I think this is the most important thing that they will do as the commission. I don't want commissioners to feel like we have been talking about this for so long and haven't gotten it yet. I think the vision statement that PGM gave was the closest to getting it right. The mission statement, I think the new one did not resonate for me. It might be the length of it or the word choice. It would be helpful to have the mission and vision the commissioners set up before.
- f. Ayoka-How about this let's have another meeting where we go over the board vision statement. From my understanding, I am not sure who commissioned PGM to come up with the mission and vision statement. If this group can agree to meet before the retreat to discuss?
- g. Bridget- I think that's a good idea, I do think there may need to be one more step. I want to give this a little more thought, but the mission and vision inform who we are internally and how we communicate internally. Maybe we need a document, this is what the commissioners, employees do and what we ask of our volunteers. Maybe that comes from strategic planning. I think PGM went towards the mission and vision because they were trying to backfill. I think we need to think of how we operationalize this, so we get everyone singing from the same songbook. It's something different and a piece that we don't have yet but that's branding. The mission and vision are so broad, but this would help. If we can operationalize it will help to clarify who we are but also who we aren't.
- h. Ayoka- Let me bring you all up to speed. The strategic planning committee we need a chair, maybe we can think of what we can do as a group to get started. What I am hearing what you are saying is everything is okay, we know that looking at the baseline things that we need for branding.
- i. Bridget- Totally! Communications are the rubber that hit the road. I do wonder if we should have someone on this committee that works for both committees to report back. I volunteer for that although I can't lead it. Quite frankly you don't want commissioners down in the weeds, I think if we had these kinds of steering strategic documents it would help to give guidance on what they need to lead.
- j. Ayoka- This is an opportunity to really shape and give directions/have stuff for people to react to. This is an opportunity for the service planning community to

take leadership on what the retreat will look like. We will connect about another meeting to discuss.

4. Digital Updates by Cassie McNeill
  - a. Note taker gave a digital breakdown update.
5. Event Recaps and Updates
  - a. Ayoka- National Service Opening Day, is specifically geared towards AmeriCorps members, we are focused on individuals that are 18-25 that are agencies members. We are expecting to have over 900 people in attendance, our goal is to have everyone know about this event although this is not a public event. We are asking that our board members attend if you want. Volunteer service awards in November we want everyone to attend. Will the governor be there not sure but he could come. This will be a breakout event for us to report, this is one of those signature events for us to promote for next year. Utilizing the videos, photographs, and press to really launch us to the event in 2022 which will be in Chicago. 9/11 event which we will also be promoting where we are looking to work with over 200 people, we will have 80 volunteers from our own camp who will be there to help with meal packing. The focus will be on solving problems with peace, not violence. Ayoka will be the host, this is where we want the PR and marketing to be all about to showcase all the work we are doing.
  - b. Shefali- could you send me information about the 9/11-day project, I won't be able to make it but would like more information about it. I will be at the GVSA, if you want to consider the suburbs for the volunteer service awards, I can be of help.
  - c. Ayoka- I think the NSOD could be in the suburbs as opposed to Springfield.
  - d. Shefali- One thought on the next meeting, I think we should have a strong facilitator that can capture the discussion but leaves enough time because whenever it comes to mission and vision it can get long-winded.
6. Updates on VGF Grant
7. Strategy, Volunteerism Marketing Strategic Plan to raise awareness
8. Discussion and Input
9. Next Steps
10. Adjournment
  - a. Catherine adjourned the meeting at 5:40 pm