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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
6. Discuss the goals of our Branding Strategy
7. Marketing Strategy
8. Next Steps
9. Serve Illinois Newsletter- Jacob Jenkins
10. Serve Illinois Event Updates- Jacob Jenkins
11. Next Meeting
12. Adjourned