



## **Public Relations Committee Meeting**

Monday, September 19, 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](mailto:dhs.serveillinois@illinois.gov)*

### Minutes

1. Call to Order – Meeting called to order by: Catherine Leonis, Chair
  2. Roll Call – Cathy Leonis, Shefali Trivedi, Ayoka Samuels, Allison Miller, Jacob Jenkins, Cecilia Maciel, Howard Lathan, Cassie McNeill, and Bridget Hayman.
  3. Approval of the minutes – Minutes from July meeting and this meeting will be sent via email to participants for approval and will be approved at our next meeting.
  4. New Staff Introduction & Staffing Updates – Ayoka Samuels
    - With the new staff brought on between July and August, there are 10 of us now.
    - Serve IL AmeriCorps staff program officers: Toni Terry (downstate), Teesha Johnson Pendleton (upstate), and Raja Banerjee (Chicago). Program specialists: Katrina Harris (upstate) and Andrea Spellman (upstate).
    - AmeriCorps program manager hiring on hold. Waiting to find out if position will be unionized or not. In the past, it has been unionized.
    - National Service Specialist has been hired – Brooke Pasley – She will be working on VGF grant.
    - Grant Manager hired—Noy Lithila – He focuses on making sure our grants are up on time and are accurate.
    - We are very close to hiring a data analyst. This position will ensure we are in good standing with agency evaluations, compliance, and will answer “hardball” questions.
    - Will be hiring 3 managers for: AmeriCorps program, national service, and a volunteer services manager. We will also be hiring the bureau chief and hope for them to attend next meeting.
    - New staffing structure – Staff reports to Karrie Rueter
  5. Strategic Plan Update – Ayoka Samuels
    - Everything was on pause. More will be done after their meeting in an effort to not waste anyone’s time. More information needs to be found out before we can do a retreat.
  6. Serve Illinois Update- Allison Miller
    - a. Website update
      - Website went live 9.14.22 with no issues. Bridget asked about the website’s accessibility. Allison will reach out to Mark Gengler for more information and will set up a meeting with Bridget to go over this in more depth.
    - b. Social Media update
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- Allison has access to social media accounts except for Instagram and Twitter. Tips on how to retrieve accounts were given.
  - Jacob, Cecilia, and Allison are working on Community Guidelines for Facebook to help with spam messages.
  - c. Governor's Hometown Awards Support
    - This event was advertised on social media, Constant Contact, and the website.
    - Turnout and event went well.
    - Cathy brought up sending information on the GHTA's to the Illinois Municipal League to ask them to put out information regarding the winners of the event. They had helped promote the event.
  - d. 9/11 Campaign
    - This event was advertised on social media, Constant Contact, and the website.
    - Turnout and event went well. There were 750 corporate volunteers and 155 Serve Illinois volunteers and a total of 282,311 meals were packaged to be sent to the Greater Chicago Food Depository.
7. Upcoming Marketing and Messaging
- a. Promotion of Governor's Volunteer Service Awards
    - Currently going through procurement process to get location/day for event.
    - Ayoka discussed that we are aiming to have the event October 28<sup>th</sup> 2022 at the South Shore Cultural Center in Chicago. However, may end up being in November.
    - Cecilia discussed that the winners have been selected and notified via email.
    - Cathy asked what the PR Committee can do to support the GVSA's. She suggested we reach out to the winner's local newspapers to get the word out. Jacob and Allison discussed how we followed a similar process for the winners of the Governor's Hometown Award and would be doing the same for these winners.
    - Cathy suggested reaching out to the winner's representatives and state senator to promote the commission.
    - Ayoka asked if we should send out information about winners now or after we have the actual event. Cathy and Bridget suggested doing it now rather than later since it is current news.
  - b. Volunteer Generation Fund grant report from Ayoka
    - We have hired Brooke Pasley to work on this and will be adding more staff in the future.
    - We are looking to add additional resources for marketing from this grant.
    - Ayoka spoke with Cassie about marketing with sports outlets.
    - We were able to carry over funds from this grant from one year to the next.
      - We are looking at doing two campaigns. An awareness campaign and a campaign to recruit members for AmeriCorps.
  - c. Yearly Calendar of Events
8. Public Comments – no public present
9. Next Meeting date – Allison will send updated calendar of events to decide when to have the next meeting.
10. Adjournment
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