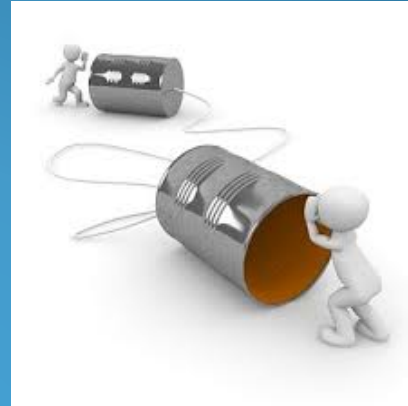


Communication Plan Status

December 2nd, 2016



Draft Communication Plan Complete

- Board asked for Plan at strategic session
- Ad Hoc Committee: *Brad, Megan, Madolyn, Pamela M., Judy, Sophie*
- Committee held two conference call meetings
- Brad lead drafting of plan
- Revised per last conference call,
- Full discussion Jan

Overview

5 Goals

- Create & adopt plan
- Increase outreach to youth
- Better NBWA recognition
- Earn positive media
- NBWA speakers known to wider community

- For each of the 5 goals:
 - Intent statements
 - Strategies
 - Specific actions
 - Budget
 - Draft timeline

What's the Ask?

Please read through the Draft Plan
Thoughts?
Additions?

Redraft in December – discussion in January:
Comments to Judy and Brad by **December 23rd**

THANKS to the Committee Members



Judy.NBWA@gmail.com

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