

Communication Work Group Next Steps:

- Update on displays and tracking usage
- Status of elevator statement for Regional and County Planning Teams
- Future News Releases – how, when, where, etc.
- Communication Training Plan – to what groups and when
- Plans for the Pyramid visit (Sept. 8 – 10)
- Request for T-Shirts with FFI logo (how, when, etc.)
- Before August Regional Team Meeting:
 1. Review team members and update
 2. Review purpose of work group and revise, if needed
 3. Consider selecting a Group Leader to lead group meetings and serve as a liaison with the Co-Conveners
 4. Anticipated next steps for our work group
 5. Anticipated budget needs between April 2009 – August 2009
 6. Review future meeting dates and times (face-to-face and/or teleconferences)

Communication Planning:

Team Members: Judy Isaacson, Lana Snitker, Joe Organist, Teresa Wiemerslage, Karen Foster, Hannah Ranum, Ann Mansfield, and Brenda Ranum

Purpose: Develop a communication plan for the Planning and Implementation Phases of the NE Iowa F&F Initiative. These messages will communicate transformational change - identify key messages, key audiences (internal and external), channels for communication and a campaign of simple memorable messages.

Timeline: Feb – Jan. 2008

Teleconference #1: 2/5/08; 11:00 am – Noon; Identified potential target audiences

Teleconference #2: 2/14/08; 3:30 pm – 5:00 pm; Communication Audit

Face-to-Face #1: 2/27/06; 11:30 am – Noon

Teleconference #3: 3/19/08; 9:00 am – 10 am

Face-To-Face #2: 4/23/08; 11:45 am – 12:30 pm

Teleconference #4: 5/1/08; 11:00 am – Noon

Face-To-Face #3: 5/28/08; 10 am – Noon; 11:45 am – 12:30 pm

Teleconference #5: 6/5/08; 10:30 am - Noon

Teleconference Training#1: 6/13/08; 11 am – Noon with Pyramid Communications