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| **Type of Meeting** | Social Marketing and Communications Committee | **Date** | Friday, January 21, 2011 |
| **Place** | Juvenile Detention Center | **Time** | 3:00-5:00 PM |

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| **Agenda Items** | **Person’s Responsible** | **Desired Outcomes** | **Handouts** | **Time Allotted** |
| **Introductions/Community Announcements** | Committee |  |  | 10 mins |
| **Review and Acceptance of Minutes** | Jonte’ Rollins | Recap of previous meeting. Make corrections or additions. | 1/6/11 Minutes | 5 mins |
| **Social Marketing and Communications Coordinator Update** | Jonte’ Rollins | Information on SMCC activity |  | 5 mins |
| **ACCESS Initiative Parent Letter** | Jonte’ Rollins | Committee feedback and acceptance | Copy of letter | 10 |
| **ACCESS Initiative Brochure-1st Draft** | Committee | Solicit feed back | Copy of Draft | 15 mins |
| **ACCESS Engagement Events** | Committee | Develop a list of event criteria, activities, and presenter guidelines and qualifications |  | 20 mins |
| **Social Marketing and Communications Workgroups** | Jonte’ Rollins | Identify members who are interested in working on specific tasks outside of the regular monthly meeting.  -*Website Development*  *-ACCESS Initiative Communications Policy*  *-ACCESS Initiative Engagement Events*  *-Black History Month New Gazette AD*  *-ACCESS Initiative Mental Health Awareness Week* |  | 5 mins |
| **ACCESS Initiative Social Marketing Plan** | Committee | -Review ACCESS Initiative Goals  -Create Social Marketing and Communication Goals  -Select Primary and Secondary Audiences | Planning Sheet | 40 mins |
| **Closing/Reflection** |  |  |  | 5 min |

**Notes**

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| ***Task*** | ***Point Person*** | ***Deadline*** | ***Date Complete***  ***(or ongoing)*** |
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