

Linn County Early Childhood Campaign

Communication Support Group

Meeting Notes from 8/1/06

10am - Noon

GWAEA on 33rd

Present: Melissa Killiper-Ernst, Robin Robinson, Carl Sefl, Jenifer Vick, and Dan Wiese

Next Meeting will be on 8/11/06 from 8am at NE Panera

Home Work completed by Dan Wiese

Dan put together a user friendly explanation/answer to the following questions regarding focus groups.....What are focus groups? Why do we want to do them? What will they tell us? What will they allow us to do?

Announcements

-Carl Sefl will report to the Large Committee Meeting on 8/15/06 about Communication Support Group Work.

-The first Steering Committee Meeting will be held on 8/15/06 from 11am -Noon after the Large 15 in 5 EC Committee Meeting.

Review Blocks

The group reviewed work from the last meeting.

Outline Strategic Planning

The group adopted prior work as their strategic direction and set of goals for the group. They added one new goal, D.

Community Awareness & Learning

- A. Primary Research in these and possibly other market segments: Parents (and soon to be), Employers, Medical and Education
- B. Measuring Success & Freshening the Market Message
- C. Communicate i.e. Messaging
- D. Partnering with Champions & Resources

Home Work Assigned

- Robin e-mail Steering Committee Member e-mails to Carl.
- Carl e-mail Steering Committee Members requesting answers to the following questions. What do you want to learn from research? and Who do you want to learn it from?
- Robin ask Steering Committee Members if they have replied to Carl's request for information at the next round of meetings. If they haven't then discuss with the group and get information to Carl.
- Carl will compile the data and report findings at the next Communication Group meeting.

Next Meeting Time

The next meeting will be at 8am on 8/11/06 at the N