



Mission: RISE Cowley promotes healthy lifestyles by collaborating to raise awareness and encourage involvement for residents of Cowley County, Kansas.

Subcommittee Report

Committee Name: Communications

Short-term Outcomes: Continue to enhance online presence via website and social media; Share survey results with community; Raise awareness of BCBS Pathways grant opportunities; Develop a regular content calendar to include social media and press coverage

Intermediate Outcomes: Engage with other Cowley County PIOs; Successful communication of Pathways opportunities to potential grantees

Long-term Outcomes: Public is aware of RISE Cowley initiatives and has a greater understanding of the benefits of healthy living

Co-Chairs of Committee: Sarah Bryant and Andrew Lawson

Committee Members: *Present:* Sarah Bryant and Andrew Lawson, Grant Coordinator: Charissa Wall; *Invited:* Kaydee Riggs-Johnson, Clayton Pappan, Kayleigh Lawson. Rylee Blanton

Date of Last meeting: 4/27/2018

Date of Next meeting: 5/10/2018, 8am, Arkansas City Fire Department

Action Items In Progress/Pending:

- Committee members to individually review BCBS Pathways Social Media Guidelines & bring to Marketing Planning meeting on May 10th
- Create worksheet in preparation for Marketing Planning meeting (SB)
- Update Trello tasks (AL)
- Draft Press Release for full collation meeting on May 22nd at Winfield Chamber of Commerce by May 8 (AL); send to media on May 15th (AL); post future press releases on risecowley.org (SB)
- Convene small group to discuss plans for Third Thursday host on May 17th (??)
- Reviewed budget established by Finance subcommittee (see questions below); will discuss further at Marketing Planning meeting
 - **Budget Requirements:** n/a

Action Items Completed:

- Confirmed location for May 22nd meeting
- Updated RISE Cowley Partners list and posted on CTB (CW)

- Made plans for Marketing Planning meeting, inviting Steering Committee &/or a representative from each pathway
 - **Budget Requirements:** n/a

Recommendations:

- n/a
- n/a
 - **Budget Requirements:** n/a

Questions for the Steering Committee:

- The budget outlined \$3000 for print, \$2500 for signage, and \$2500 for promotional items. Are there funds for advertising? If not, can these funds be reallocated? Who has authority over the spending these funds?

Other Comments:

- Ideas for further development/consideration:
 - Window decals for pledge signers (will discuss at a later date)
 - “Paths to Pledge” highlighting a RISE Cowley sponsor or organization that has signed the pledge
 - RISE Cowley Photo Contest: September – October to bring awareness of pathways and gain photos for use on website, social media and marketing – would need \$250 budget for cash prizes

Submitted by: Sarah Bryant

Date Submitted: 4/30/2018

Submission guidelines: Please submit to RISE Cowley Secretary one week prior to Steering Committee Meeting