

Alliance
Outreach & Awareness Committee Meeting

Tuesday, January 19, 2021
1:00 PM – 2:30 PM

<https://www.gotomeet.me/AnnetteMarcus/allianceoutreach>

Join the conference call: 646.749.3117, Access Code: 897-117-949

Committee Members: Co-Chair Laura Rose Misaras, Chair Ryan Price, Andrea Childreth, Angie Butler, Jill Baker, Leslie Golden, Liz Thorne, Mark Hammond, Meghan Crane, Nicholas Clark, Sarah Rea, Shanda Hochstetler, Tia Barnes

Staff: Annette Marcus (AOCMHP), Jenn Fraga (AOCMHP)

Guest(s):

Meeting Attachments: Alliance Satisfaction Survey Results, Alliance Demographic Survey Results, SMART Goals with edits from UO

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Time	Agenda Item	What / Update Action Item(s)	Notes
1:00 PM	Welcome Members, Approve Previous Minutes, Discuss Consent Agenda		Members did not have any additions or edits for last month's minutes.
1:10 PM	Review Action Items from Previous Month		See written report below agenda for an update on previous action items.
1:25 PM	Strategic Priority 1 Update – Connect and collaborate with regional coalitions This priority needs to be reexamined due to lab capacity With Jon Rochelle	<ul style="list-style-type: none"> • Strategic partnership update (See attachment) • See update to this priority on attached SMART Goals 	Work on SEO – search engine optimization – for Alliance website. <i>Jenn will schedule a time with Laura Rose to talk about this.</i>
1:45 PM	Strategic Priority 2 Update – Develop sample press releases and media packet.	<ul style="list-style-type: none"> • Media list update • Initial media packet will be shared • Webinar in January to focus on how different coalitions are observing holidays in the month 	<p>Discuss operations manual and responses to media</p> <p>Reschedule January webinar to February and discuss what should be on the agenda for the February webinar</p> <p>Is there specific media outreach we want to do around this legislative session? We have media lists from Youth Era and Lines for Life.</p> <p>Op-ed in the Oregonian or elsewhere?</p>

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1:55 PM	Strategic Priority 3 Update – Support, recruit, and retain Alliance membership	<ul style="list-style-type: none"> • Review and discuss Alliance Satisfaction Survey (See attachment) • Review member outreach 	<p>Equity Consultant update: what role does this committee want to play in this?</p> <p>Mini-satisfaction surveys for Quarterly Meeting – what kinds of things do we want to ask?</p>
2:25 PM	Discuss Potential Agenda Items for Next Month		
2:30 PM	Adjourn		

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Tuesday, December 15, 2020

1:30 PM – 3:00 PM

Update on Previous Action Items:

- Jenn will look through the suicide prevention website and see what can be linked on the Alliance website. Define what a Coalition is on the page for RSPCs.
 - This is complete – go [here](#) and [here](#) and [here](#) to see.
- Alliance staff will update SMART goals with edits included and have them kept on committee agendas so we can easily track them going forward.
 - Updates were made. U of O Lab has a couple edits as well. See attached document in materials to see edits.
- Annette will talk with Johnathan Rochelle and Mark outside of this meeting on next steps for a dashboard.
 - What does the timeline look like for this? When do we want this done by? Is this something we want done in the next 6 months?
- Laura Rose requested that we have a list of observance dates / awareness days, weeks, months. Jenn can work on creating a list of this. Laura Rose requested that we keep this list as an appendix.
 - List has been created. See in attached meeting materials.
- Feedback on types of questions asked / information we want from surveys
 - Did members of the group review these? Do you have feedback / thoughts?
- Basics of press packet should be sent out a week before our next meeting
 - Draft / outline has been created and Annette is working with Youth Era to have final versions