



County of Jackson | Strategic Planning Education Team

Date:	Time:	Present:
6/7/2011	7:30 a.m.	Adam Brown, Julie Alexander, Jan Seitz, Dan Phelan, Kevin Oxley, Doug Schedeler Irene Lecrone, Mary Cunningham-Deluca

Special thanks to JCC for all the help from their marketing department.

CONTINUED DISCUSSION ON PROMOTING MATH MAKES A DIFFERENCE CAMPAIGN.

- Who are our supporters—those on board and those we need to contact?
- We are looking for monetary support, as well as in-kind.
 - JCC, ISD, CAA, and Jackson County have agreed to some monetary support.
 - A grant request is being sent to United Way.
 - Will make contact with those not present (Baker, Spring Arbor, Community Foundation).
 - Logos from all supporters will be included in promotional materials.
- JCC is working on large banners to be displayed at community events.
- Group worked on a United Way request.
- Time was spent brainstorming web site links.
 - Jackson County will host the web site.
 - Web page content.
 - Message: Math Makes a Difference.
 - Educational resources.
 - Metrics accountability presentations.
 - 2-1-1 tutoring resources.
 - School Dashboards.
 - Who is behind and why?
 - Links to County website, Great Start, ISD Math & Science Center, College Access Center, Library, and 2-1-1.
 - Interactive games.
 - Success.

- Print media.
 - Materials to kids with website information.
 - For dropout, target.
 - Brief, simple, colorful.
 - Billboards.
 - T-shirts.
 - Window clings.
 - To be displayed at businesses and on city busses.
 - County to match contributions up to \$10k, collectively.
- Jan Seitz and Julie Alexander working on a Math Makes a Difference project for the 2011 Jackson County Fair.

THE NEXT MEETING WILL BE HELD ON JULY 18TH AT 7:30a.m. AT THE MSU EXTENSION OFFICE.