



# County of Jackson | Strategic Planning Education Team

Date:	Time:	Present:
10/4/11	7:30 a.m.	Adam Brown, Julie Alexander, Jan Seitz, Kevin Oxley, Ken Toll, Irene LeCrone, Garnet Hauger, Marci Stanley
<ul style="list-style-type: none"> <li>• Promotion updates           <ul style="list-style-type: none"> <li>○ Radio spots               <ul style="list-style-type: none"> <li>▪ K-105.3 has nonprofit, 30-second commercial slots for \$20/commercial                   <ul style="list-style-type: none"> <li>• Could record several PSAs and then rotate them during the day</li> <li>• Possibly run different ads depending on the time of year, such as report card time</li> </ul> </li> <li>▪ Family Life Radio does not run these types of advertisements</li> </ul> </li> <li>○ Bus coverings               <ul style="list-style-type: none"> <li>▪ Full 33ft unit is \$775/month for one year</li> <li>▪ Rear display on 5 units would cost \$700/month for 3 months</li> <li>▪ Would be a large financial commitment but would be highly visible to target audience</li> </ul> </li> <li>○ Window clings               <ul style="list-style-type: none"> <li>▪ 5" x 4"</li> <li>▪ Would adhere to the inside of a door or window</li> <li>▪ Qty of 1500 costs \$1680.00 (\$1.12/pc)</li> <li>▪ Qty of 2500 costs \$1875.00 (\$0.75/pc)</li> <li>▪ Qty of 5000 costs \$2250.00 (\$0.45/pc)</li> </ul> </li> <li>○ Printed literature               <ul style="list-style-type: none"> <li>▪ A QR code has been created to direct mobile devices to the website                   <ul style="list-style-type: none"> <li>• Can be included on all printed materials</li> </ul> </li> <li>▪ Posters                   <ul style="list-style-type: none"> <li>• 11"x17" available through JCC</li> <li>• Larger sizes available through ISD</li> <li>• Will check again to confirm that these are still available</li> </ul> </li> <li>▪ Bookmarks                   <ul style="list-style-type: none"> <li>• MSUE will work on a template</li> <li>• Can be distributed at local libraries</li> </ul> </li> <li>▪ Screen savers?</li> <li>▪ More flyers?</li> </ul> </li> </ul> </li> <li>• Website Discussion           <ul style="list-style-type: none"> <li>○ Lots of good information submitted               <ul style="list-style-type: none"> <li>▪ Information on math requirements</li> <li>▪ Internet resources</li> <li>▪ Tutoring information</li> <li>▪ Got some ideas for parent resources from Michigan Works</li> <li>▪ Real-time local resources needed                   <ul style="list-style-type: none"> <li>• Handsonconnect was suggested as a resource for finding volunteer opportunities</li> </ul> </li> </ul> </li> <li>○ Still looking for parents and students to review site               <ul style="list-style-type: none"> <li>▪ General consensus is that the website is taking shape—needs some fine tuning</li> </ul> </li> <li>○ Adam and Julie met to discuss changes               <ul style="list-style-type: none"> <li>▪ Updates have been submitted to webmaster for implementation</li> </ul> </li> </ul> </li> <li>• Other discussion           <ul style="list-style-type: none"> <li>○ JCEG was unable to attend the meeting due to a prior commitment another group</li> </ul> </li> </ul> <p><b>THE NEXT MEETING WILL BE HELD ON NOVEMBER 1<sup>ST</sup> AT 7:30a.m. AT THE MSU EXTENSION OFFICE.</b></p>		