



County of Jackson | Strategic Planning Education Team

Date:	Time:	Present:
8/30/11	7:30 a.m.	Adam Brown, Julie Alexander, Jan Seitz, Kevin Oxley, Mary Deluca, Irene LeCrone, Garnet Hauger, Marci Stanley

- Budget Discussion
 - Have a total of \$21,500
 - Purchase of promotional items
 - Committed to buying 10,000 wristbands
 - Print materials
 - Handouts
 - Banners
 - Billboards
 - Window clings to post at local businesses
 - Party stores
 - Dollar stores
 - Toy stores
 - Stickers
 - Bus coverings
 - Big expense, but provides a huge visual
 - Cost is around \$2,500 per bus
 - Sometimes can stay on bus for a period of time until the next advertiser comes along
 - Perhaps consider posting 11x17 signs inside the bus
 - Captive audience
 - Only cost would be printing the signs
 - Screensavers on college campuses
 - Hire somebody to maintain the website
 - Suggested \$50 per month
 - Keep content fresh and up to date
 - Notify webmaster of changes that need to be made
- Website Discussion
 - Keep in mind who the target audience is
 - Kids in the bottom tier
 - Kids in the middle who could use the help
 - Parents
 - Include links to other websites offering free help with math
 - Links to local programs
 - Spring Arbor has a tutoring program
 - Suggested fee, but students often tutor at no charge
 - JCC and Baker resources?
 - The Hive?
 - Lily Missions Center?
 - Geared more toward after-school programs, need more details
 - Test website for usability prior to marketing campaign
 - Have a QR code?
 - Send suggestions to Julie Alexander
- Other Discussion
 - Draft press release at October meeting, then distribute
 - Jackson Citizen Patriot
 - Local radio stations
 - K-105.3

- Home.FM
- Family Life Radio
- 2-1-1 Email Blast
- Center for Family Health
 - Discussed having handouts available
- Promotional kits still need to be created and distributed
 - Need to determine best way to distribute
 - Who gets them? How many?
- Potential merging of groups
 - JCEG has expressed an interest in merging with the Education Team
 - Adam has invited a member of JCEG to attend the next meeting to discuss their group's vision and educational strategies

THE NEXT MEETING WILL BE HELD ON OCTOBER 4TH AT 7:30a.m. AT THE MSU EXTENSION OFFICE.