

Ralph Bunche Advisory Committee
Subcommittee: Marketing and Communications
Noon July 22, 2022
King George County Citizens Center

Meeting convened at 12:07 p.m.

Members present: Phyllis Cook, Chair, Renee Parker, Note Taker, Shannon Tolliver, Tameeka Heyward (remote) and Annie Cupka (remote). Chris Clarke present.

Introductions

Discussion

Need for FB/IG/Twitter for the Advisory Committee/Sub-Committees

- o Collaborate with Dee Strauss' Marketing/DECA classes

 - Claudette visits class to convey plans and share history

 - Students recommend name of social media account

 - Students push content

- o Posts would include:

 - Engaging information to "hook" Community

 - Committee goals/missions

 - Pics of meetings

 - Public's ability to post not provided

Logo for Advisory Committee? Consensus is to address toward end of summer.

Canva accounts to generate marketing materials

- o Themes to be used for posting on social media

- o Flyers to be handed out at events

- o Posters for bulletin boards

Actions

- * Annie – communicate with Dee Strauss for visit/student engagement

- * Subcommittee Members – bring recommendations for names for social media account

- * Annie – set Canva accesses for Shannon/Dee/Tameeka

Adjourn 3:56pm

Next meeting: August 24 NOON, Citizens Center