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## **Public Relations Committee Meeting**

September 15, 2021

3:00 p.m. - 4:00 p.m.

### **Locations**

Virtual Meeting via Webex

### **Virtual Meeting Credentials:**

Provided in Meeting Invitation or contact Claire Starling to get a link  
Claire.Starling@illinois.gov

**Staff Present:** Noelle Ayoka Samuels; Cassie McNeill

**Serve Illinois Foundation:** Shefali Trivedi; Catherine Leonis

### **Minutes**

- 1) Call to Order
  - a. Catherine called the meeting to order at 3:00 PM
- 2) Roll Call- Please type your name in the chat
  - a. Attendance and minutes recorded by Cassie McNeill.
- 3) Approval of Minutes
  - a. Motioned by Catherine, approved by Shefali
- 4) Strategic Volunteering Plan
  - o Catherine- How do we work with PGM to do the creative on the plan for marketing, I see that as our first big bite of the apple to do that. Does that sound like something you think we think is important?
  - o Ayoka-I thinks so, someone that I put in the chat is Pamela from PGM who the new branding manager will be, she will be in attendance at the board retreat.

*Improving Illinois communities by enhancing volunteerism and instilling an ethic of service throughout the State.*

- Catherine- There should be a calendar into what we will be working on but that's a staff function. I curated a document to help us map out the intermediate and immediate things we want to accomplish.
- Ayoka- I think this is dead on. During the board retreat, these are the things we are going to be talking about. Something that I wanted to give you all is a presentation from PGM's social media breakdowns.
- Shefali- Can Cassie include the link to Basecamp into the outlook appointment?
- Cassie- Yes, of course!
- Cathy- Now that we are talking about PGM for the retreat they are going to talk about the mission and vision statement we aren't going to get into all that right?
- Ayoka- Correct at the retreat we are going to scrub it and they will vote on it again in the next board meeting.
- Shefali- So Ayoka, you are still trying to get your hands on the previous version, correct?
- Ayoka- So they found it, I think it was Scott Clarke who found it. I think after PGM presented their new version it motivated some people to find the old version. We will have two versions at the retreat.
- Shefali- Okay good! Do you think we are going to get that agenda packet a week or two before?
- Ayoka- I think it's ideal for you to get it a week in advance. I know there will be some firming up this Friday, if it's not at least the week before we will try to get it to everyone at least 3 days before.
- Shefali-I totally get it, I know your intention is one thing and the reality can be another, but I appreciate your work.
- Ayoka- I don't see why we shouldn't be able to get to you by the 27th, just want to manage the expectation.
- Shefali- Hey Cathy I see what you are doing here, I would like to see supporting the infrastructure of existing volunteerism. I would like to figure out a way to what that would be like.
- Cathay- Yeah, how do we build the infrastructure and how do we take those volunteer conferences across the state and create synergy amongst them?
- Shefali- I don't even think it's just funding, there are many different ways to do it. With the new expansion of AmeriCorps. Even advertising or marketing like curating a PSA or assisting.
- Cathy- I always wondered do we know where the volunteer centers are across Illinois?
- Shefali- I do, not sure about everyone else.
- Ayoka- My goal is to hire a National Volunteer service manager and part of their role is to manage the relationships with the volunteer centers and how to optimize volunteer conferences. You all will appreciate this I am on a call and they asked what our plan is for the upcoming conferences....It's okay that they expect us to do it but it's definitely been passed over without us involved.
- Shefali- People are definitely territorial.
- Cathay- In terms of the PR committee, how can we use those to publish our stuff. We want to show what we've done. With our branding if we want to be inclusive we should be planning around that branding strategies, we should be

moving people around and bringing them to other areas. I feel like we have some opportunities to change some things.

- Shefali- I love the idea of curating general videos that promote volunteerism, that any agency can use. What we can do as a commission is to provide these assets.
- Cathy-I think we covered a lot today and we are ready to move forward right Shefali?
- Shefali- I agree, I would send information to Pamela about our work and other players so she can be more up to date.
- Ayoka- Agreed. I would see that being more so in the person we hire prevue while working with Pamela.
- Shefali-As for this committee, let's get a schedule early and try to protect this maybe not everyone will be able to make it work because we all have jobs but if we can get everyone's schedule to should do that.
- Cathay- Early November, before the board member.
- Ayoka-Okay in the spirit of what you are seeing we are looking at another meeting in February and then in the spring in May. Oh! Nisan and Natalie and I were talking about having a meeting in November with the commission, I will tell them to lay that out.
- Cathay-Any other comments?
- Ayoka- I want to say thank you for the incredible support I have gotten from you ladies has gone a long way. I enjoy working with you so much, I look forward to our meetings and learning more! Public policy and finance committees have been doing so much. This logic model you provided Cathy really shows a lot and is very helpful, so I just wanted to let you know that your work is really forward through pushing the whole board forward through PR and branding. So thank you.
- Shefali- Thank you!
- Cathy-Thank you!
- Shefali- Your staff I am more engaged because of your leadership and the staff/team that you have! I no sense I have a partner in this work and I appreciate that and appreciate you. I think Natalie Nissan at the top is really great work.
- Cathy- Agreed I am going to just take this logic model and through my notes and send it to you all.

5) Discussion and Input

- a. Was discussed in conjunction with Strategic Volunteerism

6) Next Steps

- a. Was discussed in conjunction with Strategic Volunteerism

7) Adjourned

- a. Catherine adjourned the meeting at 4 PM.