



DVBE Advisory Council – 2015

Outreach and Education Committee

Progress on Objectives and Metrics

July 16, 2015

Chair – Jack Jernigan
Co- Chair – Coreena Conley
Member – Leslie Converse
Member – Richard Judd
Member - Carolyn Hall

Member – Mike Sabellico
Member – Dean Lane
Member – Howard Hernandez
CalVet Liaison – Bob Beamer

Meetings held since last council meeting – June 10, 2015, July 9, 2015
Next committee meeting – August 11, 2015

Objective Statement #1 – Upon approval from CalVet, present digital media plan and prospective organizations for funding.

Progress on Objective #1 – CalVet and Charter Media representatives met on January 20, 2015. Charter Media presented their capabilities and reviewed their digital media plan. CalVet recommended that they update their plan to reach all veterans in the state, and not just advertising in the cities and towns around major military bases. Charter Media requested additional veteran demographic information, which Veteran Service Division's staff has provided.

The next meeting with Charter Media and CalVet will be July 23, 2015. The meeting will be two hours and Charter Media will present their complete recommendation.

Metric #1 – CalVet to approve Charter Media's Plan; in process

Objective Statement #2 – The Outreach and Education committee will research non-profit groups that could fund the media plan.

Progress on Objective #2 – Waiting on completion of Objective #1

Metric #2 – The committee will present recommendations on non-profit groups to the DVBE Advisory Council at the July 15, 2015 meeting.

Objective Statement #3 - Develop a Business Development Program from the veterans viewpoint for Senate Bill 840 (CalVet Training Assistance Program or CalTap).

Progress on Objective #3 – At the first meeting of the expanded Outreach and Education meeting on March 18, 2015, the committee summarized the current available internet resources on starting or sustaining a veteran business and sent a report to CalVet.

The next step is development of a recommendation for a Mobile Learning Program (MLP) that could be accessed by any device, phone, iPad or desktop. The MLP would include webinars, videos and PowerPoints that would address all learning styles and include quizzes but no test.

Metric #1 – By the October 29, 2015 DVBE Advisory Council meeting, the committee will develop a written plan for the MLP.

Objective Statement #4 - The committee will complete research on other areas of outreach such as California High Speed Rail, the Department of Insurance, and make recommendations.

Metric #1 - By January 16, 2016, the committee submits recommendations to the DVBE Advisory Council.

Action Item: The committee recommended a Vision Statement from the DVBE Advisory Council so it could finish writing their mission statement.

COMPLETED

Objective Statement - Develop a Media Marketing Plan to present to the DVBE Advisory Council meeting on October 16, 2014.

Progress on Objective - The committee Chair, Jack Jernigan, has been working with Charter Media, a large Media company headquartered in New York. Charter Media developed a digital media-marketing plan, which the Outreach and Education Committee presented at the meeting. The local representative of Charter Media has requested a meeting with Deputy Secretary Keith Boylan and interested members of management. The President of Charter Media has offered to come to California to meet CalVet management and the Advisory Council to discuss their plan in January 2015.