



**DVBE Advisory Council – 2016**  
**Outreach and Education Committee**  
**Progress on Objectives and Metrics**  
**January 29, 2016**

Chair: Dean Lane  
Member: Leslie Converse  
Member: Carolyn Hall  
Member: Howard Hernandez

Vice-Chair: Coreena Conley  
Member – Mike Sabellico  
Member – David Scott  
CalVet Liaison: Bob Beamer

Meetings held since last council meeting – December 14, 2015

Next committee meeting – February 1, 2016

**Objective Statement #1** – Upon approval from CalVet, present digital media plan to non-profit 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 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 will provide.

Charter Media and CalVet met on July 23, 2015. Charter Media presented their complete recommendation.

**Progress on Objective Statement #1** – CalVet to approve Charter Media's Plan; in progress

**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

**Objective Statement #3** - The committee will complete research on other areas of outreach and education and make recommendations.

**Progress on Objective Statement #3** - By January 29, 2016, the committee will submit recommendations of possible outreach and education programs to research such as: California High Speed Rail, less expensive media plans, mobile training networks, learning management systems (computerized and manual), mentoring resources, and a Master Calendar of Events.

## **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.

**Objective Statement** - Develop a Business Development Program from the veteran's 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 for the April 16, 2015 meeting.

**Mission Statement:**

To research, review, develop and execute Outreach and Education Plans that have been approved by the DVBE Advisory Council.