



DVBE Advisory Council – 2014
Outreach and Education Committee
Progress on Objectives and Metrics
July 10, 2014

Chair – Jack Jernigan
Member – Roger Reed

Vice Chair - Vacant
CalVet Liaison – Bob Beamer

Meetings held since last council: May 5, 2014; June 2, 2014; and July 10, 2014
Next Committee conference call: None Schedule

Objective Statement #1 – The Outreach and Education committee will review the CalVet outreach communications (for example, CalVet Facebook and the CalVet Webpage) to identify areas where the Committee can make an immediate impact on the DVBE Outreach Program.

Progress on Objective #1 - The committee reviewed CalVet Web site, CalVet Facebook, the CalVet Line Server, and other DVBE media for immediate impact on DVBE Outreach. At the April 17, 2014, meeting, the committee released information on the CalVet Facebook and CalVet Newsletter and will release new information on the Veterans Services Facebook page at the July 17, 2014, meeting.

Objective Statement #2 - Develop a Media Marketing Plan for the DVBE Advisory Council completed by October 16, 2014.

Progress on Objective #2 - The committee has not made progress on the development of a Media Marketing Plan. The committee is still evaluating the exact mix of media and how much to purchase.

The committee recommended using gotyour6.org to seek celebrity spokespersons, which will support veteran organizations with 501c3 status. We recommend recruiting a male and female spokesperson, easily recognizable to a wide M/F demo of 24 to 44. The Southwest Veterans Business Resource Center, a 501c3 volunteered for this project. The committee will seek guidance at July 17, 2014, meeting.

During the month of June and July, one member of the committee was out of the country and another retired from the Council. Two additional members are recommended.

Metric #1 - The Committee will be soliciting funds and resources for the Media Marketing Plan and will present the plan at the October 16, 2014, Council meeting.

Metric #2 - Find a celebrity spokesperson for the DVBE program and myCalVet by October 16, 2014.