

ESMMSC Communications and Marketing Committee
2011 Work Plan & Implementation Steps

ESMM Strategic Plan Goal:	Goal 5: Develop and sustain a viable organization that can support its mission		
ESMM Communications/Marketing Plan Objective:	Establish a functional communication system that allows for efficient and effective internal communications.		
SMART Objective:	By December, 31, 2011, develop a framework for internal communication at the local, county and state levels		
Deliverable:		Completion Date: Dec 31, 2011	
Background/Description:			

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partners	Timeframe	Performance Measure	Status
Participate in team collaboration assessment.	Evaluation Coordinator Communications and Marketing Co-Chairs	Communications and Marketing Committees	March 31, 2011	Assessment completed and discussed among participants	
Develop an organizational policy for communication between and among, (1) Board of Directors and committee chairs (2) committee chairs and (3) Board of Directors, committee chairs and local chapters.	Communications and Marketing Co-Chairs Executive Director	Communications and Marketing Committee Board of Directors Committee Chairs Local Chapters DNPAO	November 1, 2010 - March 15, 2011	Policies adopted	

Implementation of Activity

Action Steps	Who's Responsible	Timeframe	Next Step
All committee reports (including committees, financial, executive, and minutes etc)	ED & Committee	Monthly	Discuss with

and supplemental materials to be submitted to the ESMMSC Executive Director (ED) 10 days prior to board of director (BoD) meetings. ESMMSC ED will provide Committee chairs with a list of BoD meeting dates, including 10 day prior notice	Chairs		committee chairs
BoD meeting minutes will be circulated to the board members within 10 days after the board meeting	Secretary ED BoD Chair	8 times a year	N/A
Post ESMMSC Committee meeting dates on website calendar.	ED	Annually	Update calendar
ED will provide BoD consent agenda, meeting minutes, financials etc. to BoD, 7 days prior to BoD meetings	ED	Monthly	N/A
Committees will use the Report Form (sample form provided) to submit reports and request time on the agenda to discuss report or motions. Committee liaisons will facilitate discussion regarding actions items during board meetings	ED Committee Chairs Committee Liaisons	Monthly	Discuss and decide report format with committee chairs
Committee Chairs will provide agenda, meeting minutes, BoD update (compiled by ED) any other relevant information/review materials to committee members 7 days prior to committee meetings	Committee Chairs	Monthly	N/A
Sharing will occur among local coalitions and will be disseminated to other committees and to the BoD at least monthly	Community Coordinator	Ongoing	N/A
Committee chairs will have monthly meetings/conference calls	ED Committee Chairs	Monthly	
Committee Chairs will copy via email each other on agenda's and meeting minutes. Chairs will be responsible for updating their committee on relevant information from all other ESMMSC committees at their monthly meetings	Committee Chairs	Monthly	N/A
ESMMSC Committees will share and orient all committees to their work plan	Committee Chairs	Annually	N/A
The committee liaison will provide BoD meeting updates to committees	Committee liaison	Monthly	
Request monthly DNPAO report	DNPAO director	Monthly	
Orient new Board members and committee chairs/members with welcome packet/materials (bylaws, workplans, policies and procedures). Exit strategy on completion of BoD/Chair/Committee membership service??	ED Committee Chairs	Ongoing	

Activity		Milestone			Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partners	Timeframe	Performance Measure	Status
Develop and implement a	Communications and	Communications and	January 1, 2011 -	Participation in	

communication structure for communication between local chapters.	Marketing Co-Chairs	Marketing Committee Supporting Community Action Committee Local Chapter Chairs	December 31, 2011	conference calls; Use of website for communication/ sharing information	
Implementation of Activity					
Action Steps			Who's Responsible	Timeframe	Next Step
Post ESMM Local Chapters meeting dates on their webpage			Local Chapter Chairs	Annually	N/A
*Set up standing sharing conference call on a quarterly basis			C&M Co-Chairs SCA Chair	March 31, 2011	
*Establish a listserv to let local chapters know about conference calls and website communications			C&M Co-Chairs SCA Chair Local Chapter Chairs		
Engage Local Chapter leadership to be actively engaged on a state level and to share information on the local level			ED C&M Co-Chairs SCA Chair		
Establish website forum – setup access for Local Chapter Chairs. Function as a sharing platform.			ED Website Contractor C&M Co-Chairs	March 31, 2011	ED contact Kevin for updates

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partners	Timeframe	Performance Measure	Status
Develop and maintain a sharing site on website for BoD members e.g. Bulletin Board/Forum/Bulletin Board	Website Contractor	Communications and Marketing Co-Chairs Communications and Marketing Committee	October 1, 2010 – April 15, 2011	Blackboard developed, monitor usage	
Implementation of Activity					

Activity	Who's Responsible	Timeframe	Next Step
Establish website forum – setup access for BoD members. Function as a sharing platform and depository on operating materials e.g. policies & procedures, bylaws, workplans, minutes, rosters	ED		
ED post meeting minutes & materials online	ED		Discuss with website contractor steps needed to establish, Establish how we will monitor usage

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partners	Timeframe	Performance Measure	Status
Conduct training with BoD members for how to use the Blackboard sharing site.	Website Contractor ED	BOD	May 31, 2011	Training completed	
<i>Implementation of Activity</i>					
Action Steps			Who's Responsible	Timeframe	Next Step
Website Contractor to conduct training			Website contractor ED	May 31, 2011	

ESMM Strategic Plan Goal:	Goal 3: Generate and sustain visibility and credibility for ESMM		
ESMM Strategic Plan Objective:	Establish a functional communication system which allows for efficient and effective external communication.		
SMART Objective:	By December 31, 2011, outreach and marketing strategies for web-based communications at both the state and local levels will be developed and implemented.		
Deliverable:		Completion Date: December 31, 2011	

Background/Description:	

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Maintain the ESMMSC website at the state level.	Staff Support	ED Communications and Marketing Co-Chairs C&M Website Subcommittee	November 1, 2010 – December 31, 2011	Regular updates posted on ESMMSC website	

Implementation of Action Step

Activity	Who's Responsible	Timeframe	Next Step
Develop procedure to get information to Staff Support for website. ED receives information to be posted to website. ED feeds relevant website information to Staff Support for website weekly updates	ED Staff Support		
Activate RSS Feed	ED Website Contractor		

Report website broken links and repair as appropriate	ED	Staff Support DNPAO Staff	November 1, 2010 – December 31, 2011	Ongoing regular maintenance	
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Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Develop and maintain websites for ESMM at the local level.	Website Contractor	Executive Director C&M Website	August 1, 2010 December 31, 2011	Launching of new websites for Local	

		Subcommittee Local Chapter web contacts		Chapters	
Implementation of Action Step					
Activity		Who's Responsible		Timeframe	Next Step
Websites developed for local chapters		Website Contractor Local Chapters C&M Committee Chairs		December 31, 2011	
Training local chapters on website development and population		Website Contractor C&M Committee Chairs Training & Education Committee		Annually at Summit & Webinar	
Local coalitions will be responsible for updating their websites with meeting dates, minutes, and other relevant information		Local coalitions		Ongoing	
As new Local Chapters develop, they receive orientation to webpage development/creation and population		C&M Committee Chairs Local Chapter Chair		Ongoing	ED introduce Local Chapter Chair to C&M Chairs

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Monitor web hits and stats using Google Analytics	Website Contractor	Executive Director Communications and Marketing Co-Chairs	January 1, 2011 – December 31, 2011	Monthly reports disseminated to Communications Committee and shared with BoD	

<i>Implementation of Action Step</i>			
Activity	Who's Responsible	Timeframe	Next Step
Website Contractor will generate monthly reports and sends to the ED, C&M Co-Chairs, and DNPAO Evaluator. ED send copy of report to C&M Chairs	Website Contractor ED	Monthly reports	

ESMM Strategic Plan Goal:	Goal 3: Generate and sustain visibility and credibility for ESMM		
ESMM Strategic Plan Objective:	Establish a functional communication system which allows for efficient and effective external communication.		
SMART Objective:	By December 31, 2011 develop outreach and marketing strategies for news media (e.g. TV and newspaper).		
Deliverable:		Completion Date:	
Background/Description:			

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Maintain a SC media contact list including TV, radio and print	Communications Contractor	C&M Committee Chairs ED	November 1, 2010 – March 31, 2011	List generated and disseminated to ESMM local chapters	

<i>Implementation of Action Step</i>			
Activity	Who's Responsible	Timeframe	Next Step
Identify current state media list from Communications Contractor. ED C&M Chairs review/update list, develop local media list for local chapters and disseminate list to local chapters. List to be updated annually.	Communications Contractor ED C&M Committee Chairs	March 31, 2011	

Activity			Milestone	Progress
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					Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Develop a protocol for responding to breaking news stories, press releases, etc.	Executive Director	Communications and Marketing Co-Chairs	January 1, 2011 – March 31, 2011	Protocol developed and disseminated to local chapters	

Implementation of Action Step

Activity	Who's Responsible	Timeframe	Next Step
ED to communicate with C&M Chairs regarding press releases etc. Response protocol to adhoc or planned press release (identified via committee need i.e. advocacy committee; via response to breaking news; via news report). ED contacted, content expert sourced, generate press release. ED submits to adhoc committee for review and approval. ED sends to BoD, Communications Contractor, posts on ESMMS website??	ED Communications Contractor C&M Committee Chairs	December 31, 2011	
Disseminate these to local chapters who send via their media contact list			Establish protocol for this

Activity	Milestone				Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Send press releases, media alerts to promote ESMM issues	ED Communications Contractor Communications and Marketing Co-Chairs	Communications and Marketing Co-Chairs Local chapters	January 1, 2011 – December 31, 2011	# of media releases disseminated	

Implementation of Action Step

Activity	Who's Responsible	Timeframe	Next Step

Communications Contractor sends press releases to appropriate sources – state media contacts, key contacts	Communications Contractor	Ongoing	
Copy press release to BoD, Committee Chairs, Local Chapter Chairs, Local coalition leaders, other relevant contacts	ED		
Local Chapter Chairs send press release to local chapter members, local contacts/media. With offer to provide comments/quotes	ED Local Chapter Chairs		

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Monitor media coverage of ESMM on a state and local level. Develop and maintain a list to track where and when ESMM coverage occurs.	Communications and Marketing Co-Chairs Staff Support	Communication and Marketing Committee	January 1, 2011 – December 31, 2011	List developed and maintained	

Implementation of Action Step

Activity	Who's Responsible	Timeframe	Next Step
C&M Chairs work with Support Staff to develop procedure for coverage to be reported from local chapters, coalitions and state level for tracking.	Staff Support ED Evaluator		ED to contact Staff Support to look into "Clipping service"

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ESMM Strategic Plan Objective:	Establish a functional communication system which allows for efficient and effective external communication.		
SMART Objective:			
Deliverable:			Completion Date:
Background/Description:			

Activity			Milestone	Progress Report
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Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Develop and update components of the welcome packet for new chapters	Staff Support	Communications Committee Chairs SCA ED	By August 31, 2011	Packets developed	\$ - notebooks, paper, printing costs for tri-fold brochures

Implementation of Action Step

Activity	Who's Responsible	Timeframe	Next Step
C&M Chairs and committee work with SCA, Staff Support and ED for content of welcome packet i.e. canned ESMMSC PPT, combined supplement; OFA, strategic plan, workplans, benefits etc.)	Staff Support ED SCA Chair C&M Chairs	August 31, 2011	Set up meeting to develop welcome packet & materials

Activity	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Milestone	Progress Report
Develop an automatic orientation e-mail as a response to new member (individuals)	Communications Committee ED	Website Contractor	February 28, 2011	Email text developed and sent to primary email distributor
				Develop an automatic orientation e- mail as a response to

					new member (individuals).
Implementation of Action Step					
Activity			Who's Responsible	Timeframe	Next Step
C&M Chairs and ED develop e-mail text. Website contractor, mechanism set-up for this already?			Website Contractor ED C&M Chairs		
Create reporting on numbers of new members and forward new members to local chapters.			ED SCA Community Coordinator		

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Collect, format, and disseminate consumer appropriate materials (e.g. county profiles, fact sheets, articles, and 7 HT fact sheets, OFA) to specific audiences. Phase 1: compile list Phase 2: formatting / developing <ul style="list-style-type: none"> - 7 Healthy Tips redo - County Profile sheets - Fact sheets 	C&M Chairs ED Staff Support	Communications Committee DNPAO	Ongoing	Completion and distribution	

- ESMMSC brochure				
Implementation of Action Step				
Activity		Who's Responsible	Timeframe	Next Step
County Profile sheets currently being developed need to establish communication loop from DHEC to ESMMSC to obtain information from county and disseminate profile sheets		DNPAO C&M Chairs	Ongoing	Email DNPAO to confirm counties profiled
Also need to develop communication loop regarding 7 healthy tips and fact sheets (not sure what these are) all of the requests need to be shared with the C/M co-chairs so they are in the loop.		DNPAO C&M Chairs		
ED to meet with graphic designer to discuss print materials e.g. ESMMSC brochure, ESMM brochure for local chapters etc..		ED Graphic designer C&M chairs	June 30, 2011	
Collect and research messages; survey and test with focus groups		ED C&M Chairs Evaluator	November 30, 2011	

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Develop a committee process for decision-making and dissemination regarding communications/ marketing activities	ED Communications Committee	BOD Committee chairs	April 15, 2011	Communications committee steps written and shared with other committees for input and feedback	
Implementation of Action Step					
			Who's Responsible	Timeframe	Next Step
Establish protocol for information dissemination			Committee chairs ED		C&M chairs

	BOD		
ESMM Strategic Plan Goal:	Goal 3: Generate and sustain visibility and credibility for ESMM		
ESMM Strategic Plan Objective:	Establish ESMM as the recognized resource for nutrition and physical activity information in the state of South Carolina.		
SMART Objective:	By December 31, 2011, build the influence of the ESMM leadership team in promoting the movement using effective public relations tactics.		
Deliverable:		Completion Date:	
Background/Description:			

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Create and keep updated a presentation that partners can use to promote ESMM initiative	ED DNPAO Support Staff	C&M Chairs	April 30, 2011	PPT presentation created and formatted in Adobe and PPT	
<i>Implementation of Action Step</i>					
Activity			Who's Responsible	Timeframe	Next Step
This presentation will be shared with local chapters			C&M Committee SCA Committee	April 30, 2011	

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Track use of ESMMSC canned PowerPoint presentations	Evaluator ED	C&M Chairs SCA Chair	Ongoing	# of presentations conducted by whom & who	

				presented to	
<i>Implementation of Action Step</i>					
Activity			Who's Responsible	Timeframe	Next Step
Anyone using this presentation needs to report to ED and/or evaluation coordinator the necessary information. Develop a reporting form that goes with the presentation?			ED Evaluation Coordinator	Ongoing	

Activity			Milestone		Progress Report
Activities Action Steps (Action Verbs)	Person(s) Responsible for Managing/ Coordinating Activity	Key Partner(s)	Timeframe	Performance Measure	Status
Ensure dissemination of ESMM key messages and Options for Action to local chapters and key partners.	Communications and Marketing Co-Chairs Communications and Marketing Committee	Local Chapters	October 1, 2010 - December 31, 2011	# of local coalitions receiving orientation packet	

<i>Implementation of Action Step</i>					
Activity			Who's Responsible	Timeframe	Next Step
Distribution of welcome/orientation packets to the new chapters.			C&M Committee SCA Committee	December 31, 2011	