



Quarterly Report to Steering Committee / Co-Chairs  
December 2004 through February 2005

I. Committee Updates

- G. **Communications Committee.** [Sandie Pierce, Facilitator] The Communications Committee met on December 9, 2004 and on February 10, 2005. The goals and objectives of the Committee were reviewed: Goal: Build and maintain community awareness and involvement to make a positive difference in the live of youth and family. Objectives: 1) Identify appropriate information for public awareness and on-going recruitment efforts, 2) Maintain web site with up-to-date information on the plan activities and results, 3) Develop brochures, newsletters, and educational materials, 4) Create and conduct community events, and 5) Provide on-going information on plan progress for public through reports and publications. Members of the other Committees were informed of our goal through an informational memo.

The content of the web site was reviewed by Charlie Mahoney and Wendy Harless, and they have worked to update the information - moving much of what was there to a history button, entitled Planning Year. A demonstration of the changes was done at the February 10, 2005 meeting. Suggestions made by the Communications Committee will be incorporated. A demonstration of the revised web site will be included on the March 10, 2005 agenda for the Steering Committee.

Discussion was held about holding a community event. It was noted that Law Day in Michigan is May 1, however, it is most likely the Friday before, April 29, 2005. Last year, a breakfast was sponsored for people involved with the legal process, and members felt that another breakfast would be beneficial. It was also noted that the Be Their Hero Committee is sponsoring a Koffee Klub on April 29, 2005, featuring Chick Moorman, author of *Parent Talk*. Members agreed that it would be appropriate to co-sponsor this event. Follow up is occurring with Mark McClellan to ensure that April 29, 2005 is Law Day in Monroe County. The sponsorship cost for the Koffee Klub is \$500, plus the cost of the continental breakfast.

The Committee discussed the other objectives. Brochures will be distributed at the Bedford Trade Fair, Celebrate Children, and other events. Letterhead will be created. The vision and mission of ABC will be added to the back of business cards for the ABC Co-Coordinators. The brochure will be reviewed and updated, as needed. The action plan for the Committee will be developed at the next meeting scheduled for March 17, 2005.