

## QUARTERLY WORKGROUP PROGRESS REPORT FORM

**DATE:** January 15, 2025

**WORKGROUP:**

Board Champion: Mai Vu

Members: Eric Gerard and Helen Levine

*Staff Liaison: Kerry Marsalek and Ann Marie Winter*

**GOAL: Build Public Awareness of AAAPP**

**STRATEGY # : Rebrand AAAPP to build public recognition with target audiences**

***Choose one***

Completed: Successfully/Unsuccessfully

In Progress

Stalled

**NARRATIVE SUMMARY:** The marketing work group met on December 19, 2024 after each member submitted several sample taglines/slogans. The group was able to narrow down to 4 top choices. All agreed that it would be beneficial to get feedback from the seniors we serve as to their preference with the top taglines/slogans.

**WORKGROUP RECOMMENDATIONS:** To facilitate 2 focus group meetings at congregate dining halls in Pinellas (2/11/2025) and Pasco (2/4/2025) to survey on potential slogan encompassing our mission statement.

## SEMI ANNUAL/ANNUAL WORKGROUP PROGRESS REPORT FORM

**BOARD GOAL:** Build Public Awareness of AAAPP

**WORKGROUP/CHAMPION:** Marketing Workgroup/Mai Vu

**STRATEGIES:** Build public recognition of AAAPP with target audiences: solicit famous spokesperson for agency and develop a Board Member Community Engagement Program.

**ACCOMPLISHMENTS:** Completed the re-branding of AAAPP logo and execute its usage.

**ISSUES:** Narrowing down slogan/tagline to pair with AAAPP logo, selecting BOD members who can conduct Utility or Municipal Engagement, Faith Community Engagement, and Local Government Engagement.

**RECOMMENDATIONS:** To facilitate 2 focus group meetings at congregate dining halls in Pinellas (2/11/2025) and Pasco (2/4/2025) to survey on potential slogan encompassing our mission statement. Start discussions on BOD members interested to conduct Engagements of sectors listed above.