

AAAPP Strategic Plan: September 2022 ~ September 2025

QUARTERLY WORKGROUP PROGRESS REPORT: MARKETING

REPORT DATE: 3/2/2023

AGENDA ITEM #15 B
03/20/2023

WORKGROUP:

Board Champion: Commissioner Charlie Justice

Members: Mai Vu, Sallie Parks, Commissioner Eric Gerard, AAAPP Advisory Council

Staff Liaisons: Jason Martino, Director of Planning & Jillian Rose, Director of Outreach

BOARD GOAL: Build Public Awareness of AAAPP ~ Marketing Workgroup

BOARD ISSUE: BOARD ISSUE: How can we build brand awareness of AAAPP for targeted audiences that will increase volunteers, funding, and partner referrals, as well as educate clients & caretakers about our services.

STRATEGY 1: Rebrand AAAPP to build public recognition with target audiences

How we will measure success:

- A new branding package (DBA, Logo, Graphics, Slogan, Elevator Statement, etc.) has been created and has been incorporated into all AAAPP marketing materials.

Target date for completion: 2023

Board Responsibilities:

1. Support change by consensus
2. Engage Branding Agency
3. Systematically use new branding when representing AAAPP

Choose one

Completed: Successfully/Unsuccessfully

X In Progress

Stalled

NARRATIVE SUMMARY OF PROGRESS OR PROBLEMS:

With full Board approval, the Marketing Work Group moved forward with exploring a new name and brand for the AAAPP. The Work Group coordinated by Agency staff, reviewed professional proposals from multiple vendors and selected Innovative Front. This was recommended to the full Board and approved.

Innovative Front is now working with staff on deliverables and will begin the process of creating a new "DBA" Doing Business As name for the Agency.

WORKGROUP RECOMMENDATIONS:

STRATEGY 2: Develop a Board Member Community Engagement Program

How we will measure success:

- Number of public information events that BOD Members attend for outreach

Target date for completion: December 2023

AAAPP Strategic Plan: September 2022 ~ September 2025

QUARTERLY WORKGROUP PROGRESS REPORT: MARKETING

Board Responsibilities:

1. Engage Utility companies and/or Municipal/County Water Departments to help outreach AAA services
2. Engage faith communities to outreach AAA services for seniors or caregivers
3. Engage local governments for purposes of service-specific sponsorship or assistance funding, I.E. Chore

Choose one

- Completed: Successfully/Unsuccessfully
- In Progress
- X Stalled

NARRATIVE SUMMARY OF PROGRESS OR PROBLEMS:

The Marketing Work Group believes that Strategy 1 must be fully explored and completed or rejected prior to moving forward with broad community communication.

WORKGROUP RECOMMENDATIONS: