

**AAAPP Strategic Plan: September 2022 ~ September 2025**

**QUARTERLY WORKGROUP PROGRESS REPORT: MARKETING**

**REPORT DATE: March 2024**

**WORKGROUP:**

Board Champion: Commissioner Charlie Justice  
Members: Mai Vu, Commissioner Eric Gerard, AAAPP Advisory Council  
Staff Liaisons: Kerry Marsalek, COO and Ann Marie Winter, ED

**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: 2024**

**Board Responsibilities:**

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

*Choose one*

- Completed: Successfully/Unsuccessfully
- In Progress
- Stalled

**NARRATIVE SUMMARY OF PROGRESS OR PROBLEMS:**

The Marketing Workgroup has a proposed refresh of the AAAPP Brandmark (Logo) and will present to the Board at upcoming meeting. As summarized at prior meeting, the Workgroup does not recommend moving forward with a change to the name or DBA of 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 2024

**Board Responsibilities:**

1. Engage Utility companies and/or Municipal/County Water Departments to help outreach AAA services

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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
- Stalled

#### **NARRATIVE SUMMARY OF PROGRESS OR PROBLEMS:**

Workgroup had prioritized the potential changes to the DBA as well as logo refresh before moving forward with any public engagement. The Workgroup will consider efforts on Strategy 2 at a future meeting.

#### **WORKGROUP RECOMMENDATIONS:**