

AAAPP Strategic Plan: September 2022 ~ September 2024**QUARTERLY WORKGROUP PROGRESS REPORT: MARKETING****REPORT DATE: October 16, 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 Marketing Work Group received first submissions from our Brand Development Firm, Innovative Front. The Work Group has decided to take the next step in the rebranding process by utilizing Focus Groups of our target audience to evaluate public opinion of agency labels. This will inform the Group's thought process on appropriate future action.

Focus Groups have been scheduled for the end of October at Pasco and Pinellas locations.

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
- Stalled

NARRATIVE SUMMARY OF PROGRESS OR PROBLEMS:

Group desired to complete the Rebranding exercise before moving forward with any extensive public engagement.

WORKGROUP RECOMMENDATIONS: