

LVOC COMMUNITY RELATIONS COMMITTEE WORK PLAN – 2008/9

Goal 1: Increase LVOC’s visibility in Oswego County

<i>Objectives:</i>	Activity	RI	Target date(s)	Status as of
1. Continue to promote and encourage use of website	Maintain website	Paula	Ongoing	
	Publish on all materials and press releases	Jane	Ongoing	
	Continue to improve website features	Dan Laird	Ongoing	
	Optimize keywords and descriptions	Intern	Spring ‘09	
2. Attendance at functions and events by Executive Director, board members and staff to promote LVOC’s mission	Analyze attendance of board members	Jane/Gloria	Nov. 2008	
3. Increase attendance at Feed the Need to Read event	Critique event with committee to determine future direction	Jane	January 2009	
4. Recruit Oswego State intern for Spring, 2009 semester	Develop position description	Jane/Steve	November 2008	

<i>Objectives:</i>	Activity	RI	Target date(s)	Status as of
4. Distribution of LVOC materials throughout the county to increase community awareness	Write articles for local publications	Jane/Intern	Ongoing	
	Distribute semi-annual newsletters	Jane/Intern or volunteer	December 2008 June 2009	
5. Develop new avenues for publicity (mailing inserts, newsletters, bus ads, video, pizza boxes, coffee shops)	Draft a mailer insert	Intern	March 2009	
	Develop simple, positive, consistent message for use on these materials	Committee	December 2008	
	Contact Time Warner for price quote on mailer insert	Steve	December 2008	
	Contact Roy Clark regarding Dunkin' Donuts participation	Steve	December 2008	
	Revise video proposal	Committee	January 2009	
6. Assist as appropriate with the formation of a county-wide Literacy Coalition	Assist with PR needs	Committee	As needed	

Goal 2: Increase recruitment of tutors and students

<i>Objectives:</i>	Activity	RI	Target date(s)	Status as of
1. Continue presentations to civic organizations	Develop a Speaker's Bureau – poll board members	Steve	November 2008	
	Review list of organizations	Committee	December 2008	
2. Work with employers to reach employees (newsletters, flyers)	Develop appropriate materials	Steve/Jane	April 2009	
	Identify potential employers	Committee	April 2009	
	Contact employers to determine interest	Committee	May 2009	
3. Educate local agencies within our county regarding the LVOC programs available for clients	Direct outreach/orientation to Agencies to familiarize them with LVOC services	Jane	Ongoing	
4. Distribution of LVOC materials throughout the county to increase student & tutor recruitment	Develop student-focused FAQ sheet	Jane	January 2009	
	Develop volunteer-focused flyer	Intern	Spring 2009	
	Distribute LVOC posters to all county libraries	Paula	January 2009	
	Provide LVOC collateral to community-based organizations for dissemination to their members.	Paula/Jane	Ongoing	