



Public Outreach and Engagement Committee

May 29, 2020

9:00AM

AGENDA

Sign on to GoToMeeting: <https://global.gotomeeting.com/join/459571077>

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1. Welcome and Introductions: Mr. Nordvig
 - a. Statement regarding Virtual Meetings for PlanRVA: Ms. Heeter
 - b. Roll Call of Attendees: Mr. Kumar
2. Action Items & Updates
 - a. Social Media Comment Guidelines: Mr. Kumar
 - i. Guidance from E Gregory
 - b. Updates on Outreach Activities
 - i. [ConnectRVA 2045](#): Mr. Kumar
 - ii. [DontTrashCentralVirginia](#): Mr. Kumar
 - iii. [TogetherOneRegion](#): Ms. Heeter
 - iv. On the Horizon: Ms. Heeter
3. Next Steps and Follow Ups:
 - a. Outreach to new members and continuing to promote our work in the public.
 - b. Posting profiles on social media
 - c. Strategic Planning Framework



Month	Activity	Notes
February May	Update Commissioner Roster and Complete Bio Sheets	Committee advises what information would be useful
February May	Kickoff Commissioner and Staff Spotlights	Staff Member: Sarah Stewart Commissioner:
February/March April/May (Virtual) August/September (In Person)	Schedule New Commissioner Orientation Sessions	Invite anyone to participate To cover overview of PlanRVA, programs and responsibilities; ways to connect and support
March/ April	Develop Social Media Policy/Guidelines	For Committee Review
April/ May	Draft PlanRVA Collateral Material	<ul style="list-style-type: none"> - Menu of Services & Programs - Value of Regional Planning - Strategic Planning Framework
April/ May	ID Specific Investments for FY2021	Training, Software, Subscriptions, Professional Services
May September	Identify List of Speaking Opportunities and Ongoing Partners for Outreach	Schedule for remainder of calendar 2020
June May	Develop Newsletter Strategy	Audience, Frequency, Metrics