

## **TNAHC Communications/Public Relations (CPR) Committee Report – June 3, 2019**

The Communications Committee has met monthly (3 times) since the March Meeting. Committee members are: Sernorma Mitchell, Chairperson; John Callow; Jackie Mayo; Chris Osborn; and Brody Wamble. The Committee is open to additional members joining CPR Committee. We meet on the fourth Tuesday of each month at 8:30 am CT. Call In: **1+877-336-1839; access code 2679414#**. Following is the CPR second quarter report.

### Goals:

1. Increase Membership by October 2019
2. Expand Communication and Marketing Tools by June 1, 2019
  - Redesign and Issue Quarterly Newsletters
  - Develop an Elevator Speech for sharing information about the purpose and activities of TNAHC to prospective members, local officials, state and congressional representatives, private sector entities, and other interested individuals and organizations
  - Update Website Design by Fall 2019 (Members submit pros and cons to Patricia by June 12)
  - Issue Weekly Email Blasts to educate membership about success stories of members, provide educational learning and funding opportunities, webinars, and other topics of interest to engage the full membership
3. Update Event Calendar by May 30, 2019
4. Coordinate & Solicit feedback through Regional Councils - Immediately

### Accomplishments and Activities Completed/Ongoing:

1. Elevator Speech developed and available on the *Resources* page of the site:  
<https://www.tnahc.org/>
2. Weekly Email Blasts implemented
3. Quarterly Newsletters implemented
4. Identified various webinars or other educational/learning opportunities announced through quarterly newsletter, email blasts and Event Calendar
5. All Members are now listed on the *Resources* page of TNHAC website until Member page is developed - <https://www.tnahc.org/>
6. Coordinate & Solicit feedback through Regional Councils – East, Middle & West TN Regional Councils represented on Committee.
7. Event Calendar started- go to site for information on upcoming events through March 2020: <https://www.tnahc.org/> and click on *Events*.

### Goals/Activities in Process:

1. Website Design – complete by Fall- Members submit pros and cons to Patricia by June 12

**NEXT MEETING ON JUNE 25 AT 8:30 AM CT/ 9:30 AM ET**