



WHRC Communications Sub Committee  
Monday, January 4, 2021

Present: Jen Boettcher, Sherri Oken, Kim Ring Allen

Begin 7:00 p.m.

I. Overall Goals

- A. To effectively communicate information about the WHRC and its activities
- B. To assist the WHRC in becoming more tactical in how it promotes its initiatives, messages, programming
- C. To increase community engagement in our mission and activities
- D. To become more consistent in how we market our programming
- E. To create a more comprehensive annual calendar

II. Methods/Strategies

- A. Develop a matrix/guide for how and when to market WHRC events and other initiatives
  - 1. Utilize existing communications tools more fully and effectively: WHRC website and Facebook page, local publications, community calendars, email broadcasts, cable access
  - 2. Use Facebook analytics to guide our postings
  - 3. Utilize push marketing to reach those in the public who aren't active (and linked to us) through other town groups
- B. Create an annual calendar, anchored by our keynote events
  - 1. Identify commemorative days and months that raise awareness of diversity (ethnic, cultural, religious, etc.) and issues of concern to the Commission
  - 2. Include activities of other groups with similar concerns
  - 3. Color Code the Calendar
    - a. Our events
    - b. Events we present in collaboration with other organization
    - c. Month-long commemorations (ex. Black History Month)
    - d. Day of the Year commemorations
    - e. Cross promotion of activities of other organizations
  - 4. Suggest additional activities and initiatives

III. Suggested action Items for Jan. 19th WHRC agenda

- A. What format should a WHRC calendar take? Can we use Google?
- B. What would the Commission like to see commemorated?
- C. What other larger annual events or collaborations would we like to plan/participate in?
- D. How can we utilize our email list?

IV. Assignments

- A. Sherri to research commemorations and begin compiling a spreadsheet in categories
- B. Jen to research WHRC activities and collaborations the past 5 year
- C. Kim to develop an initial promotional matrix/guide and evaluate our Facebook analytics

Next Meeting: Thursday, February 14, 2021, 5 p.m.

Adjourn 8:15 p.m.