

Linn Benton Lincoln Early Learning Hub Identity Work Group Meeting Minutes

MEETING COMMENCED	3:00pm, February 25, 2015 Madison Avenue Collective, Corvallis
MEETING CALLED BY	Kristi May
MEMBERS PRESENT	Jeff Davis, Jeff Sneddon, Jeff Jimerson, Kristi May, LeAnne Trask
VERSION	Final

Agenda topics

DISCUSSION ITEM	Videos (Jeff Jimerson)
	Jeff Davis talked about "Ounce of Prevention" video, viewed http://youtu.be/GbSp88PBe9E
	Kristi talked about "We have a plan for a Better US" video, viewed http://youtu.be/0GWvLShQxWo
	Want a video for Hub with some emotional tug
	Want to add a video to Partner Toolkit on the website for our partners to use
	Jeff Jimerson discussed infographic videos and showed several examples
	Committee discussed whether video was a Phase 1 or a Phase 2 deliverable
	Committee discussed whether logo and website should be Phase 1
	Kristi handed out diagram of Hub/Partner/Family/Child interaction
	Jeff Jimerson presented what he believes to be Phase 1 deliverables:
	Logo/Tagline Stationary/envelopes
	Website Email Template
	Style Guide Business cards
	Jeff Jimerson presented several sample style guides for Committee review
	Jeff Jimerson presented what he believes to be Phase 2 deliverables:
	Videos Theater ads
	Leave Behinds Messaging
	Jeff Sneddon suggested that we might want table display type items also
CONCLUSIONS	
	Committee would like to focus on Phase 1 deliverables
	Committee agreed that Kristi's diagram was a true reflection of how the Hub will interact with the community and our partners
	Committee agreed that the Style Guide was an important piece that we need and would like to have

DISCUSSION ITEM	Website (Jeff Jimerson)	
At the last meeting we discussed some of the functions of a website for the Hub. Time to elaborate on those categories and what functions they might need to serve:		
Connect Stakeholders – current/past Hub history and goals, meeting minutes and agendas, hand-outs from meetings		
Meeting Coordination – way to RSVP, remote access info, location		
Provide Info & Resources – grant writing data for our partners to access		
Technical Assistant – Adobe Connect info?		
Calendar – meeting schedules, partner events		
Bulletin Board – partners to add info that crosses their desk, potential funding opportunities		
Provide Funding & Info – strategic funding—not RFP, upcoming conferences, educational opportunities		
Archived Documents – past work by committees, work groups, etc.		
Contact Information – ability to contact the Hub staff		
Jeff Davis suggested that maybe we create an Annual Report from the Hub, and that it be available on the website		
Jeff Sneddon suggested that maybe we take the information that we gather for the Quarterly Reports to the State be rolled up into this Annual Report		
Jeff Sneddon also questioned how much FTE would be required to maintain a site this comprehensive, and how much will it cost us in maintenance costs?		
Jeff Jimerson asked if MAC should take photos or buy stock to use on the website.		
Photos with place identifiers are great on websites		
Samaritan may have some pictures that they will share?		
CONCLUSIONS		
Committee agrees that this is an important issue that is going to take a lot of on-going work to make it effective		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Committee given homework to look at other sites and bring links and copies of site functions that they like and would like to implement on the Hub website	Committee Members	Before 3/4/2015
Hub Staff will contact Julie Manning with Samaritan and talk about them sharing photos with us	Hub Staff	ASAP

DISCUSSION ITEM	Naming Issues (Jeff Jimerson)	
Jeff Jimerson discussed what happened at the Stakeholder Meetings when they were asked about their feelings about the name of the Hub, and if they felt it needed renaming		
Kristi talked about people liking the LBL portion of the name; however, they don't like the HUB portion of the name		
The HUB wording comes from the State Legislature		
Would be ideal if whatever name we come up with fits into an acronym		
HUB is a descriptive term, but maybe NETWORK is a more true representation		
Reviewed the names that the other Hubs had selected		
CONCLUSIONS		
Board agreed that the naming is going to be tricky and will require more discussion		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

Jeff Jimerson will review the Stakeholder Meeting Minutes again, and then brainstorm with his staff and see if they can come up with some ideas for us to discuss at our next meeting	Jeff Jimerson	Before 3/4/2015
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NEXT MEETING	Kristi May
Committee discussed having two more meetings in the next couple of weeks	
CONCLUSIONS	
Committee decided to hold next meeting on Wednesday, March 4, from 3-4:30pm at the Madison Avenue Collective Offices. The following meeting will be held on Friday, March 13, from 3-4:30pm at the Madison Avenue Collective Offices	