**Group Initiative Action Plan**

***Outreach and Public Relations Committee***

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| **Committee Members:** Kate, Nancy, Kylie, Pam, Greg L., and Pat | | |
| **Summer Meeting:** Friday, August 17th Time? Location? Are you planning on mailing materials to schools? If so, is this the meeting when you are planning on preparing those mailings? | | |
| **Our Purpose:**  (*What do we want to create for students, teachers, and our community? What do we want to learn?)*  Promote the Alliance for Young Artists and Writers and encourage more students to participate. What do you hope to learn through this process? | | |
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| **Goal #1:** We will double the number of submissions from Idaho to at least 400 submissions. | | |
| **Specific Steps We Can Take** | **Timeline**  (*Be as specific as you can.)* | **Needed Resources**  (*Includes colleagues, students, community partners, time, texts, etc.*) |
| 1. Present at state conferences | October 5 & 6 | Flyers  Language Arts: Kate and Kylie  Social Studies: Pam and Nancy  Counselors: Pat |
| 2. Present to schools and classrooms | Middle of September | Magic Valley: Pat  Wendell, Hagerman, Gooding: Greg L.  Contact at least one other colleague: everyone |
| 3. Create a social media presence | Start now! | Facebook page  Are you also going to connect the Facebook page to Twitter and other social media outlets? How will you spread the word about the page? What type of content will you include? Will you all be working on this aspect of your plan? |

One way to promote the program might be to issue a press release in early September. Is anyone interested in doing this?