

Santa Clara County/Commission on the Status of Women
Outreach Committee Meeting
Issac Newton Auditorium
70 W. Hedding Street
San Jose, CA 95110
Monday, April 24, 2017
5:30pm
Agenda

Members: Michelle, Jennifer, Gladys, Yan & Kathy

- 1) Market research analysis
- 2) Perception of CSW and direction
- 3) Mini grants
 - a. Outcome measurement report
 - b. Process: Selection criteria/metrics
 - c. Date of implementation
- 4) Strategic marketing plan "overall county plan"
 - a. Do we need approval for this plan?
 - b. If so, by whom do we need approval
- 5) Review previous marketing collateral from CSW
- 6) Women's' Equality Day (WED) item on the upcoming CSW agenda
- 7) Any other items?
- 8) Adjourn

Next meeting: June 12: Outreach Committee meeting @ 5:30pm Issac Newton Room