



Communications Committee Meeting Minutes March 17, 2025

Attendees:

Kathleen McGuinness, Co-Chair, Marie Sloan, Co-Chair, David Engel, Co-Chair, Linda Bergofsky, Vernell DeWitty, Virginia Cain, Dixie Butler, Katie Smith, Yvette Monroe, Beverly Rollins, Alumni, Marcia Pruzan, Alumni, Jean Dinwiddie, Alumni

Staff:

Jennifer Long, Staff Liaison, Peter Illig, Staff Liaison

Summary: The Communications Committee discussed the Ambassador program, its process, and the need for better communication about available services for older adults. They also addressed the challenges of updating their website, the need for a more accurate list of regular contributors, and the importance of clear communication about meeting agendas and minutes. Additionally, they discussed the scheduling and outreach strategies for the Commission on Aging, the process of tracking and updating information related to their work, and the potential for a Senior Fellows program.

Next steps for Ambassador Program:

- Update the Ambassador Program process document to include the new workflow discussed
- Update and maintain the Ambassador Program tracking spreadsheet as the primary controller
- Update the intake form to include requirements for proper equipment, lighting, table for literature, microphones, and AV equipment, and clear mission statement and listening session expectations
- Create a toolkit for new Ambassadors based on the updated process document
- Develop FAQ sheet addressing common questions about the 311/3000 number system based on feedback received
- Slide update suggestion: Update the Ambassador presentation slides to better explain villages, address common questions, and include information about the 3000 number process

- Upcoming presentations: Coordinate for the North Potomac presentation on April 28th at 1:00 or 10:30am
- Create an email group list for all COA Ambassadors and distribute the blank intake form
- Create a more accurate and updated list of regular Communications Committee members and contributors
- Add a one-month advance deadline requirement for finalizing presentation details to the process
- Primary Presenters: Send completed intake forms to Marie for spreadsheet updates before and after each event. The team also discussed the role of the primary presenter in running the event and the benefits of eliminating central control.
- Possibility of presenting the Ambassador presentation at a CoA meeting.

Next Steps: General Meeting

- Look into creating a map or resource showing the nearest senior centers for residents
- Create a proposal for adding a map/location finder feature for senior centers and community centers on the county website
- Communications Committee: Prepare questions about senior services communication effectiveness for the County Executive meeting in March
- Continue quarterly distribution of materials to libraries

Meeting adjourned. Next meeting Monday, April 21, 2025, 10 a.m.