

External Communications Committee Meeting

Tuesday, Oct. 22

Attending: Amy Rampy, Ryan Spencer, [TBG group] Molly Stevens

Audience	Message	Medium
Teachers	Happier Healthier Smarter Improved behavior Solution orientation – outdoor classrooms, curriculum, support of TEKS concepts	Insinuate ourselves into existing programs such as Project Wild Contest / Challenge Science Fair Art contest Exhibits at regional events Speaker’s Bureau Partner groups
Parents	Happier Healthier Smarter Family time Nostalgia	Spanish language media Speaker’s Bureau Faith places PTA Clever t-shirt “Ask Me…” buttons Exhibits at regional events Partner groups (i.e. Outdoor Families)
Youth	Adventure Opportunity Career	Natural Leaders Outdoor Nation Facebook Websites College media Youth speakers bureau Partner groups

Notes:

1. Identify the “low hanging fruit” – programs and outreach initiatives already scheduled with our respective organizations that can add a CiNCA component
2. Require training for “booth smith” volunteers; dress in CiNCA t-shirts
3. T-Shirts that say something like:
 - When was the last time you:*
 - *Played in the rain?*
 - *Climbed a tree?*
 - *Hiked a creek bed?*
 - *Found a pool of tadpoles?*
 - *Laid back and looked at the clouds?*
 - *Caught a fish?*

4. Create 2 – 3 “pull up” exhibits for use in conjunction with varied event participation

5. Create a calendar of events
 - February: Regional ISD Science Fair
 - March: Austin Kite Festival
 - April: Earth Day Celebration
 - May: Cinca de Mayo (CiNCA!)
 - July: Blues on the Green
 - October: SXSW Eco; Small Middle School Fall Fair

6. Agenda items for Nov. 12
 - Amy: Who we are, what we do, why we matter discussion
 - Ryan: How to link to existing programs, events and outreach initiatives of the current partner groups to get the message out