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15<sup>th</sup> Senate District



**Co-Chair**  
William G. Batchelder, Speaker  
69<sup>th</sup> House District

**OHIO CONSTITUTIONAL MODERNIZATION COMMISSION**

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*JOINT MEETING*  
**PUBLIC EDUCATION AND INFORMATION COMMITTEE  
LIAISON WITH PUBLIC OFFICES COMMITTEE**  
**AGENDA**

**DATE:** Thursday, September 11, 2014  
**TIME:** 9:00 am  
**ROOM:** Statehouse Room 114

- Call to Order
- Roll Call
- Approval of July 10, 2014 Minutes
- Review Draft OCMC Communication Plan

Presenter:

Shaunte S. Russell, Director of Communications  
Ohio Constitutional Modernization Commission

- Discussion of Future Committee Projects
- Adjourn

# Ohio Constitutional Modernization Commission Communication Plan | 2014

Objective	Goal	Tool	Timetable
Redesign fully functional and informational OCMC website	Develop a website with detailed information so the public can become better informed on issues related to OCMC, its mission, and its works	Utilize LIS for re-launch and redesign efforts by reorganizing tabs, adding hot topics, PR/media relations tab, blog, calendar, e-newsletter, social media links, video, etc.	1-6 months
Build social media presence	Create Facebook, Twitter, Google+, and You Tube pages specifically for the promotion of OCMC	Prior knowledge and experience using social media sites – these sites should mirror website in content	1-3 months
Manage and generate media and public relations initiatives and opportunities for OCMC	Consistently promote and generate media relations and public relations opportunities for OCMC, its chairs, its committees, and its commissioners	Editorial boards, implementation of speaker's bureau/speaking engagements, writing and disseminating media advisories/press releases, publishing e-newsletter, direct – email campaign, TV, radio, newspaper, etc.	As necessary
Create unified database for missives and communication efforts to inform audiences of OCMC meetings/issues/proposals	Identify key audiences to include: groups/organizations, media, state and local government, Ohio citizens, educators, etc.	Market and advertise through various methods i.e. website/social media sites, email, etc. to make process easier for audiences to receive/request information about OCMC and its works	1-3 months
Educational Outreach	Create programs about the Ohio Constitution and OCMC's work	Contact/meet with educators to develop educational materials and programs to integrate OCMC into the education system	6 – 9 months
Special Events/Community Outreach	To maintain a presence in the community and to appeal to the public	Host several special events or activities within the community (e.g. "Meet the Commissioners")	