

Co-Chair: *Sherry K. Jimenez*

Co-Chair: *Eunice Vines*

Timekeeper: *Sofia Mayoral*

Note Takers: *Firoozeh Papan-Matin* and *Sofia Palma*

Participants:

1. *Danielle Canas*
2. *George Fade*
3. *Judy McFadden*
4. *Lorena Zorrilla*
5. *Michael Preciado*
6. *Nelines Colon Paldini*
7. *Solomon Mao*

Zoom/marketing APT participants introductions

Recap of first meeting, agenda, and goals

Extensive discussion about Communities of Need

Who the testimonials will come from and how testimonials will be obtained will be decided at later date

Created template to be used by every represented adult program, for specific needs

Discussion about the differences between one-pager and flyer

Group check-in re: participation of APT members

Jamboard reviewed

Targeted communities of need include: adults with disabilities, adult learners with children, ethnic minority groups, CalWORKs participants, veterans, unhoused/homeless, adults interested in healthcare career pathways; seniors/ elders, re-entry groups

After extensive discussion and consensus, targeted Communities of Need: (1) Adults with Disabilities and (2) Homeless (unhoused)

Marketing projects - develop **2 flyers** and a **one-pager** for targeted populations; traditional and non-traditional marketing strategies include: community events, fundraisers, vendor booths, L.A. Mission, Downtown Women's Center, volunteering; Open Houses; email and mailers (postcards or brochures)

Flyers should be simple, concise, invitations to programs; easy to read

Employment training, job posts, family support "advertised"

QR code included

Bullet points instead of wordy narrative

Add a catch-phrase/ one-liner

Graphics, pictures

- 'Moving up a ladder'
- 'Helping-hand'
- Stats, numbers served

Remind app suggested for team members to communicate and convey ideas vs. email chains

Next LARAEC APT group meeting: Feb 2024 – marketing will reconvene sooner

All notes submitted by: Eunice Vines