



**Communications and Outreach Group  
In-Person Meeting – La Jolla, CA  
February 7, 2017**

Agenda:

1. Working Group Goals
  - a. Monthly Agenda
  - b. Best Practices
  - c. Outside Resources
2. What's on the Horizon for the group
  - a. 2017Quilt Circle
  - b. Press Releases
    - i. Templates
    - ii. Distribution channels
    - iii. Frequency
    - iv. Target populations
      1. Higher ed
  - c. Thought exercise of relaying invoicing
    - i. Bills don't go to the purchasing decision makers
    - ii. Arm business development with value
    - iii. Bulk of communication is person to person
      1. Personal relationships
    - iv. Letter to members
    - v. MOREnet is doing a Value Calculator
      1. Did it in house in Drupal
      2. Attached to QR codes