



San Bernardino County Employees' Retirement Assoc.

Staff Report Details (With Text)

File #: 19-1373 **Name:**

Type: Information Item

File created: 4/7/2021 **In control:** ADMINISTRATIVE COMMITTEE

On agenda: 4/15/2021 **Final action:**

Title: Strategic Communications Plan - Annual Update.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Exhibit A: Strategic Communications Plan Update Presentation

Date	Ver.	Action By	Action	Result
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FROM: Colin Bishop, Chief of Member Services

SUBJECT: Strategic Communications Plan - Annual Update

RECOMMENDATION:
Strategic Communications Plan - Annual Update.

BACKGROUND:
In May 2020, the Board adopted the Strategic Communications Plan for years 2020-2022. This plan is designed to support the Mission, Values, and Pillars outlined in our Triennial Strategic Plan. As part of the strategic pillar for Effective Communications, attached as Exhibit A is a presentation that will provide the Committee with an update on SBCERA's communications efforts over the past year, as well as an update on next year's priorities. Staff has accomplished several goals and objectives outlined in this plan and is on track to implement the full plan on schedule by the end of 2022.

BUDGET IMPACT:
Costs for this item are included in the current year administrative budget.

STRATEGIC PLANNING GOAL/OBJECTIVE:
Effective Communications

STAFF CONTACT:
Olivia Applegate

ATTACHMENTS:
Exhibit A: Strategic Communications Plan Update Presentation