



# San Bernardino County Employees' Retirement Assoc.

## Staff Report Details (With Text)

**File #:** 22-153.1 **Name:**

**Type:** Information Item

**File created:** 4/18/2022 **In control:** BOARD OF RETIREMENT

**On agenda:** 5/5/2022 **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:** Informational: 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 Strategic Pillars outlined in our Triennial Strategic Plan, specifically as part of the pillar for Effective Communications. Attached as Exhibit A is a presentation that was made to the Administrative Committee on April 21, 2022, as an informational item 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 most of the goals and objectives outlined in this plan and is on track to implement the full plan on schedule by the end of 2022. Staff will be updating the Strategic Communications Plan for years 2023-2025, following the adoption of our next Triennial Strategic Plan.

**COMMITTEE REVIEW:**  
This item was reviewed by the Administrative Committee at its April 21, 2022 meeting.

**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