



# ADMINISTRATIVE COMMITTEE

## Staff Report

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**File #:** 19-1373

**Agenda Date:** 4/15/2021

**Agenda #:** 2.

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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