



CHAT Initiative

Wednesday, July 8, 2020
9:00 AM - 1:45 PM

Meeting Chaired by: Chanda Pettie, CHAT Coordinator

9:00 AM	1.	Welcome & Introductions	Jennifer Psyllakis, CHAT Director Sponsor
		Overview of the Virtual Platform	Marie Romanelli, Moderator
9:30 AM	3.	A Visual Year in Review A PechaKucha style, visual look at CHAT accomplishments with State Fish and Wildlife Agency and Partner's news and happenings of interest over the last year.	State Representatives & Partners
9:50 AM		Break (10 min.) Virtual 'chat' rooms available	
10:00 AM	4.	Meeting Business Financial Report: Review of 2019 gains & expenditures and forecasted budget for 2020. Last Meeting's Business: Discuss and update the status of 2019/2020 action items.	Chanda Pettie, CHAT Coordinator
10:20 AM	5.	PROMOTING CHAT Work Session Web Analytics & Test User's Group (<i>where we are</i>) Tracking marketing metrics to determine the success or shortcomings to drive strategy and improve the user's experience	Chanda Pettie, CHAT Coordinator
10:50 AM		Break (10 min.) Virtual 'chat' rooms available	
11:00 AM	6.	Review our Strategic Plan (<i>where we're going</i>) A quick review and adjustment (as needed) of the strategic plan to refresh us on the goals and strategies established for promoting CHAT's use and relevancy.	Chanda Pettie, CHAT Coordinator
11:30	7.	Build a Marketing Strategy (<i>how we're getting there</i>) Team development of a long-term, forward-looking approach with the goal of achieving the strategic plan.	State Representatives
12:00 PM		Lunch (30 min.)	
12:30 PM		Build a Marketing Strategy, continued	State Representatives
1:30 PM	8.	New Business Director's Report: Finalize the Director's report and request to approve the strategic plan. New Action Items: Compilation of today's new action items.	State Representatives

