

INFORMATION

TAB SECTION: 6

 X ACTION REQUIRED

DATE OF MEETING: 4/24/09

PREPARED BY: Lieberman

DATE MATERIAL PREPARED: 4/13/09

AGENDA ITEM: **Adopt Communications Plan**

ENCLOSURES: • Draft Communications Unit Strategic Plan 2009

OTHER MATERIAL RELATED TO ITEM:

Issue

We have completely revised our MHSOAC Communications Unit Strategic Plan (Communications Plan) for 2009. The staff of the Communications Unit wrote this document, in consultation with MHSOAC staff, with the goal of including MHSA principles as the driving force behind the Communications Plan.

The Communications Plan includes a mission statement, a set of principles, goals for achieving those principles, specific activities for achieving our goals, an evaluation component, and staffing for the Communications unit.

The first draft of this plan was put on our website for public comment in February 2009. Since that time, the Communications Unit has engaged in a Communications Roundtable with Commissioners for discussion of the document and for input for a second draft. After posting our Communications plan on our website before this April meeting, we now present the Commission with our MHSOAC Communications Unit Strategic Plan for adoption.

Proposed Motion:

The Commission adopts the MHSOAC Communications Unit Strategic Plan for 2009.