COCAB Meeting 12/17/2020

Attendance: Anna, Caroline, Tom, Mahad, Gary, Kay, Graciela, Linda, Jen, Daniel, Shawn, and Annette.

Storytelling:

Jen:
-The writer that is working on the intro copy of the cocab story telling campaign, its coming close. --------
-Created a shorter version and will be reviewed by the cocab before it gets posted. Haven't received any pictures yet.
-How the digital website could look and other suggestions regarding the media. Would love more stories to have enough to populate that page. Only have Rebecca, Erin, Annette, and tom so far.
-If anyone else can share theirs and get photos from the team for the completion.
-Will have one long for the website and a shorter one for the social media.
-Will need a couple of weeks or at least two weeks in advance before Daniel's team make it live.

Daniel:
-Can come up with guideline for this project and create a few accessible tools to help make the story shine.
-If anyone in the team has any ideas, can always share with Daniel.
-It's best to start small, then scale it outward and upward as groups can do it ongoing.
-We can develop some helpful guidelines that will make the job on your end for creating pieces of contents.
-There's room to balance the voices of CO with the voices of the stories and connection to be made.
-Start by publishing them as individual pieces, as we get to publishing newer ones, we can highlight the newer ones, as we get 3 or more, we can create a landing page for these stories specifically.
-Come up with name and ideas to start on how to release it?

Tom:
-Highly emphasized that this is an COCAB project for the storytelling, would like to have some guidance, target on word counts for both the long and short stories.
-The ideas for this project are that the CO employees are the members, stories, people's experiences are important to promote CO without being corporate. Making CO a personal entity, real, and reachable.
-Can we create a name for the project?
-Should the social media post have an arrow to point it back?

Kay:
-Asking Graciela and Linda to have bring in more bilingual members for the COCAB, a Vietnamese and Spanish member.
- "Real People Says" for the project name.

Annette:
-Add more to the stories and making sure that members in the future can see our storytelling. Would love to hear their stories as well.

Gary:
-In a position to help and making CO branded, providing hope and guidance to people though storytelling.

-Send out Photo and text release permission slips.
-Sent in photos (not selfies).

Shawn:
-Check in on the community Giving, went over the THW/CHW grant last time. Would be happy to provide 2020-2021 updates if the group would like that.
-Would like the group to join metro community site to join for 2021. If anyone would like to nominate, would encourage that.
-Plans changes on how the community is doing in 2021, will have a split between the metro community giving and CO corporate community giving, it might go across different business, counties.
-Metro community giving would be going across the metros.
-Inputs on metro area priorities and a role in recommendation and recognition. It might look the same or different.
-If anyone is interested in joining, will need an answer by beginning of summer.
-Some of the opportunities will come from the cocab and their priorities.
-What is the role of the cocab and where is it for us to plug in?
-It is to focus on the metros and not the corporate.
-Shawn and Toc been piloting a new databased called salesforce, the hope is to develop some dashboard summary report information. Was wondering if the cocab are interested in being the testers.
-Would like to opportunity to put together for the cocab to review.

Gary:
-Still need to map out the 2021 calendar.

Member Satisfaction Survey:

Anna:
-Have been doing the waves quarterly. Currently number 4 is going on right now. Last year, just over 4,000 people responded to the survey. What we focusing on today is the folks who scored from 1-10 how CO do it? If less then 8, how would CO do to improve those scores?
-Survey in languages: This year, we survey people in language and have that language survey goes up in random samples. 2021 will be in Spanish and other languages. Next year will switched it and intentionally to grab those random samples.
-We do not want that sample to be small, we will oversample from our linguistic statistic.
-We will show race and ethnicities for next year for results in the language category.
-When we asked people how we could improve this experienced, majority of the people are grouped into chunks.
-Looking for the right pathway for advocacy.
-Will invite Jen next month to talk about the letter with the member IDs.

Closing:

Tom:
-Member needs to get a clearer picture of HSO, OHA, and CO.
-Should call or email CO first as a suggestion

Next month meeting, can put reviews for 2020 goals and writing at the top of the list/start of the meeting.
Storytelling will be the main goal.