

## **IIJIS Outreach Committee Update**

### **Last Meeting**

Monday, November 22, 2004

10:00am-12:00pm

Office of the Clerk of the Circuit Court of Cook County

### **Subcommittee Report: Presentations**

Presentations Subcommittee is currently working on identifying additional presentation opportunities and a list of constituents to be targeted as 'champions.'

### **Subcommittee Report: Educational Materials**

The Subcommittee is developing two additional marketing pieces, a one-pager on local and national integration efforts and a one-pager on the cost/benefit analysis of integration, to add to existing marketing materials. In addition, the Subcommittee is in the beginning stages of developing marketing pieces directed at the other target groups for integration, including potential funders and civic groups, in accordance with the marketing plan.

### **Subcommittee Report: Media Strategy**

Subcommittee members have pulled together a proposed budget for the recommendations made in the Media Strategic Plan, which includes IIJIS stationary, brochures/one-pagers (benefits & accomplishments), Public Service Announcements and IIJIS video.

**IJIS OUTREACH COMMITTEE—2005 BUDGET**

**General**

ITEM	QUANTITY	PRICE	NOTES
Letterhead with logo (2 color)	2,000		Could also be electronically produced.
Letterhead second sheet (1 color)	1,000		
Envelopes with logo (2 color #10)	2,000		Once printer plates are made, reorders will be at a reduced rate.
Outreach Coordinator / Partner	1 Individual @ 16 hours/week		
	plus 10% administrative costs		

**SUBTOTAL \$0.00**

**Educational Materials Subcommittee**

ITEM	QUANTITY	PRICE	NOTES
<b>One Page IJIS Benefits / Scenarios (full color copies)</b>	<b>500</b>	<b>\$500.00</b>	
<b>One Page Integration Accomplishments (full color copies)</b>	<b>500</b>	<b>\$500.00</b>	
One Page Tactical Plan-Performance Measures (full color copies)	500		
Post-It Notes w/ Logo (3"x4"-2 color)	5000 (50 sheet pads)		For distribution at presentations and within criminal justice agencies.
Logo Design & Art			In kind donation from the Chicago Crime Commission
E-Newsletter Production - Writing			In kind donation from the Circuit Court Clerk's Office of Cook County.

**SUBTOTAL \$1,000.00**

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**Media Strategy Subcommittee**

ITEM	QUANTITY	PRICE	NOTES
4 color posters (9" x12")	2,000		
4 color posters (20"x24")	1,000		
Poster Design and Production Costs			
Public Service Announcements / Video Shoot & Editing	(15-30 second video, 8 minute video)		Northwestern News (Avi Meyer); Can shoot short videos at same time as 30 minutes by shooting a total of approximately 3 hours of footage for editing.
30 minute video for cable programming or presentation purposes (editing)			
Acquisition of suitable media time / space for PSAs (radio, TV, print, cable, proprietary, websites)			

**SUBTOTAL \$0.00**

**Presentations Subcommittee**

ITEM	QUANTITY	PRICE	NOTES
Power Point Presentation			In kind donation from the Will County Clerk of the Circuit Court's Office.
Champion Letter			
<b>Champion Return Cards (one color-copies)</b>	<b>1,000</b>	<b>\$150.00</b>	

**SUBTOTAL \$150.00**

**GRAND TOTAL \$1,150.00**

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