



**COVERED  
CALIFORNIA**

**AGENDA**  
**Marketing, Outreach and Enrollment Assistance Advisory Group**  
**Meeting and Webinar**  
**January, 24, 2014**  
**1:00 p.m. – 4:00 p.m.**

**Covered California**  
**Yosemite Conference Room**  
**560 J Street, Suite 290**  
**Sacramento, CA 95814**

To attend the webinar, visit <https://attendee.gotowebinar.com/register/7582890048068707842>

<b>Agenda Items</b>	<b>Suggested Time</b>
<b>I. Welcome and Agenda Review (Peter Lee)</b>	<b>5 min.</b>
<b>II. Results from Oct. 1, 2013 – Present (Peter Lee)</b>	<b>30 min.</b>
<b>III. Marketing Review (Colleen Stevens)</b>	<b>15 min.</b>
<b>IV. Earned Media and Website Review (Oscar Hidalgo)</b>	<b>15 min.</b>
<b>V. Community Mobilization (Sarah Soto-Taylor)</b> <ul style="list-style-type: none"><li>• Update on Outreach &amp; Education Grantee Program</li><li>• Update on Certified Enrollment Counselor Program</li></ul>	<b>20 min.</b>
<b>VI. Latino Outreach (Oscar Hidalgo)</b> <ul style="list-style-type: none"><li>• Operational Issues</li><li>• Marketing and Public Relations</li></ul>	<b>20 min.</b>
<b>VII. Reporting Out To the Full Group/Next Steps (Oscar Hidalgo)</b>	<b>25 min.</b>
<b>VIII. Public Comment</b>	<b>15 min.</b>