



**COVERED  
CALIFORNIA**



**AGENDA**  
**Marketing, Outreach and Enrollment Assistance**  
**Advisory Group**  
**Meeting and Webinar**  
Monday, August 18, 2014  
1:00 – 3:00 pm

Covered California – Berryessa  
1601 Exposition Blvd., Sacramento, CA 95815

Webinar Link: <https://attendee.gotowebinar.com/register/7857667904873090817>

**Agenda Items**

- I. **Welcome & Agenda Review**
  - Research Findings
- II. **Grants**
  - Navigator Grant Update
- III. **Ground Campaign**
  - Local and Targeted Outreach
  - Statewide Roundtable Discussions
  - Consumer Renewal Journey
- IV. **Marketing & Outreach**
  - Reaching New Customers
  - 2015 Marketing Campaigns
- V. **Community Advisory Group**
  - Re-structuring the Advisory Group
- VI. **Q&A**

Send public comments to [outreach@covered.ca.gov](mailto:outreach@covered.ca.gov)