



August 28, 2020

**NOTICE**

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 2:00PM on Wednesday September 2, 2020, at the Kaweah Delta Medical Center, in the Support Services Building, 520 West Mineral King, Granite Room, 4<sup>th</sup> Floor or via GoTo Meeting form your computer, tablet or smartphone. <https://global.gotomeeting.com/join/329725221> or call (786) 535-3211 Access Code: 329-725-221.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings in the Kaweah Delta Medical Center, Mineral King Wing entry corridor between the Mineral King lobby and the Emergency Department waiting room.

Due to COVID 19 visitor restrictions to the Medical Center - the disclosable public records related to agendas can be obtained by contacting the Board Clerk at Kaweah Delta Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA via email: [cmoccio@kdhcd.org](mailto:cmoccio@kdhcd.org), via phone: 559-624-2330 or on the Kaweah Delta Health Care District web page <http://www.kaweahdelta.org>.

KAWEAH DELTA HEALTH CARE DISTRICT  
Dave Francis, Secretary/Treasurer

A handwritten signature in black ink that reads 'Cindy Moccio'.

Cindy Moccio  
Board Clerk, Executive Assistant to CEO

**DISTRIBUTION:**

Governing Board  
Legal Counsel  
Executive Team  
Chief of Staff

<http://www.kaweahdelta.org>

# KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS MARKETING & COMMUNITY RELATIONS COMMITTEE

Wednesday, September 2, 2020

Kaweah Delta Medical Center / Support Services Building  
520 West Mineral King – Granite Room (4<sup>th</sup> Floor)

**Call in option: 1-786-535-3211 Access Code: 329-725-221**

ATTENDING: Directors: Nevin House (Chair) and Garth Gipson; Gary Herbst, CEO; Marc Mertz, Vice President/Chief Strategy Officer; Karen Tellalian, Interim Director of Marketing and Communications; Deborah Volosin, Director of Community Engagement; Laura Florez-McCusker, Director of Media Relations; Jennifer Corum, Senior Marketing Specialist; Raymond Macareno, Senior Communications Specialist; Melissa Withnell, Senior Communications Specialist; Jennifer Manduffie, Senior Graphic Designer; Yolanda Chavez, Senior Graphic Designer; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; and Kelsie Davis, Recording

## OPEN MEETING – 2:00 PM

1. **Call to order** – *Nevin House, Chair*
2. **Public / Medical Staff participation** – Members of the public wishing to address the Committee concerning items not on the agenda and within the subject matter jurisdiction of the Committee may step forward and are requested to identify themselves at this time. Members of the public or the medical staff may comment on agenda items after the item has been discussed by the Committee but before a Committee recommendation is decided. In either case, each speaker will be allowed five minutes.
3. **Social Media/Media Relations** – Update on social media and media relations, *Laura Florez-McCusker, Director of Media Relations*
  - Public Information Officer Team Update
  - Top Social Media Posts and Traffic Reports
  - Reputation Management
4. **Marketing** – Update on Marketing Initiatives, *Karen Tellalian, Director of Marketing*
5. **Community Engagement** – Update on community engagement initiatives, *Deborah Volosin, Director of Community Engagement*
  - Weekly Webinars
6. **Adjourn** – *Nevin House, Chair*

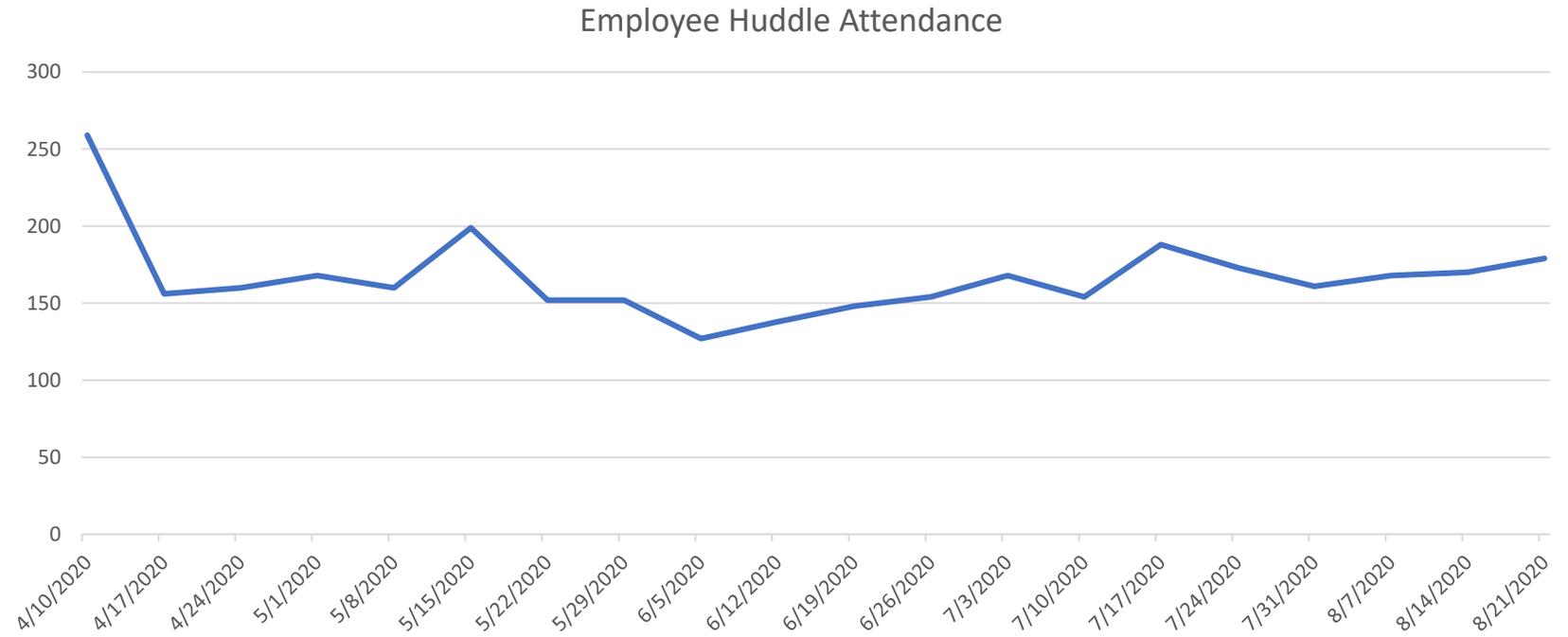
*In compliance with the Americans with Disabilities Act, if you need special assistance to participate at this meeting, please contact the Board Clerk (559) 624-2330. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to the Kaweah Delta Health Care District Board of Directors meeting.*



# Community Engagement

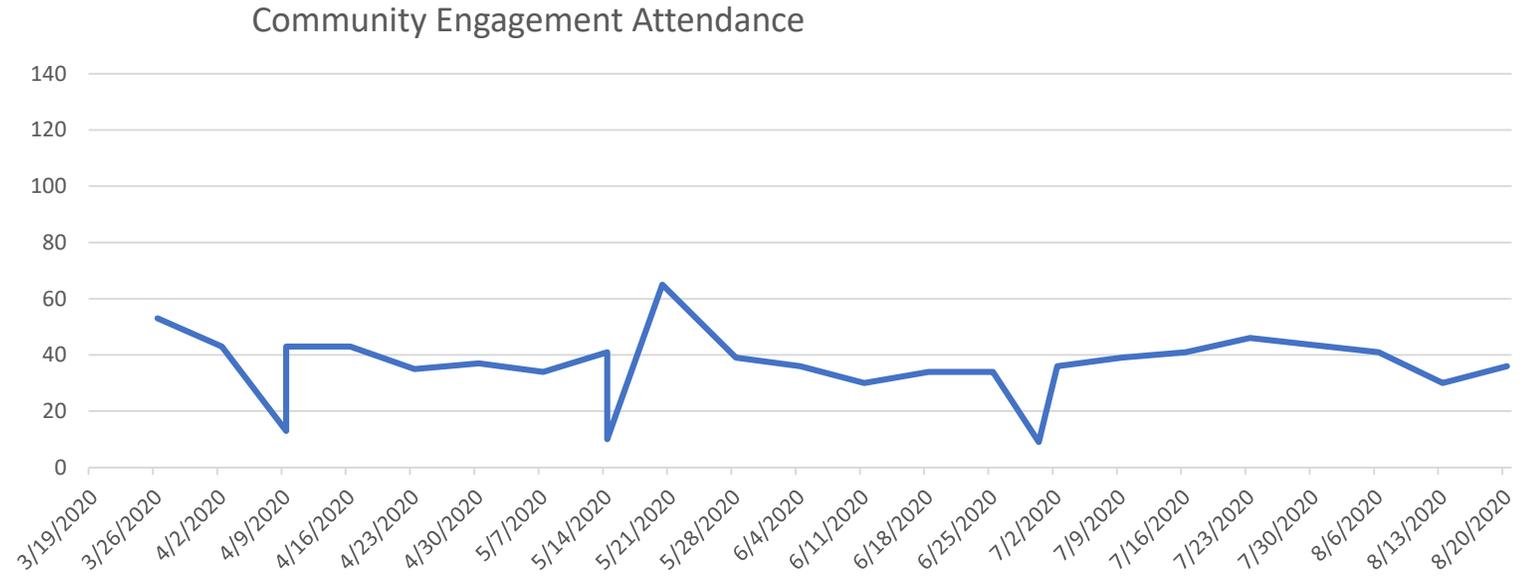
# Employee Huddle Attendance

Employee Huddle Attendance				
Date	Live Attendees		Post Online Views	
			Views	Unique
8/21/2020	179			
8/14/2020	170			
8/7/2020	168			
7/31/2020	161			
7/24/2020	173			
7/17/2020	188			
7/10/2020	154			
7/3/2020	168			
6/26/2020	154			
6/19/2020	148			
6/12/2020	138		332	111
6/5/2020	127		148	49
5/29/2020	152		264	84
5/22/2020	152		263	112
5/15/2020	199		140	85
5/8/2020	160		28	21
5/1/2020	168		9	6
4/24/2020	160		6	5
4/17/2020	156		6	5
4/10/2020	259		7	4

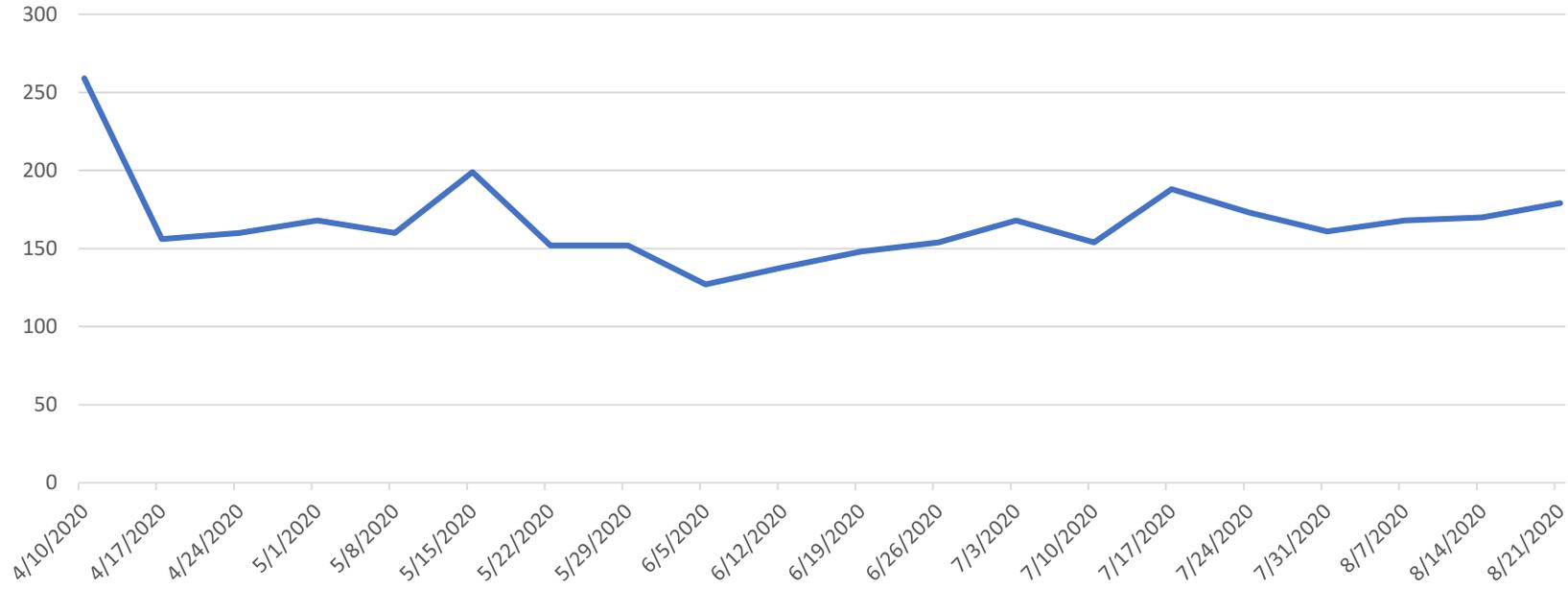


# Community Engagement Attendance

Community Engagement Attendance				
Date	Live Attendees		Post Online Views	
			Views	Unique
8/20/2020	36			
8/13/2020	30			
8/6/2020	41			
7/30/2020		Town Hall #4		
7/23/2020	46			
7/16/2020	41			
7/9/2020	39			
7/2/2020	36			
6/30/2020	9	Community Relations		
6/25/2020	34			
6/18/2020	34			
6/11/2020	30		60	19
6/4/2020	36		117	45
5/28/2020	39		117	38
5/20/2020	65	Town Hall #3	100	59
5/14/2020	41		59	45
5/14/2020	10	Faith Leaders		
5/7/2020	34		13	8
4/30/2020	37		24	17
4/23/2020	35		177	110
4/16/2020	43		38	25



### Employee Huddle Attendance



### Community Engagement Attendance

