



October 2, 2020

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 10:00AM on Wednesday October 7, 2020, at the Kaweah Delta Medical Center, in the Support Services Building, 520 West Mineral King, Granite Room, 4th Floor or via GoTo Meeting from 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, 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, October 7, 2020

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

GoTo Meeting <https://global.gotomeeting.com/join/329725221>

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; 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 – 10:00 AM

- 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. Marketing** – Update on Marketing Initiatives, *Karen Tellalian, Director of Marketing*
 - Jennifer Corum departure
 - Monthly meetings
 - Healthgrades
 - MobileSmith
 - Radio Ads
 - November Vital Signs stories
 - [Rebranding](#)

4. **Community Engagement** – Update on community engagement initiatives, *Deborah Volosin, Director of Community Engagement*

- Weekly Webinars

5. **Social Media/Media Relations** – Update on social media and media relations, *Laura Florez-McCusker, Director of Media Relations*

- Public Information Officer Team Update
- Virtual Wellness Series Calendar
- Top Social Media Posts and Traffic Reports
- Reputation Management

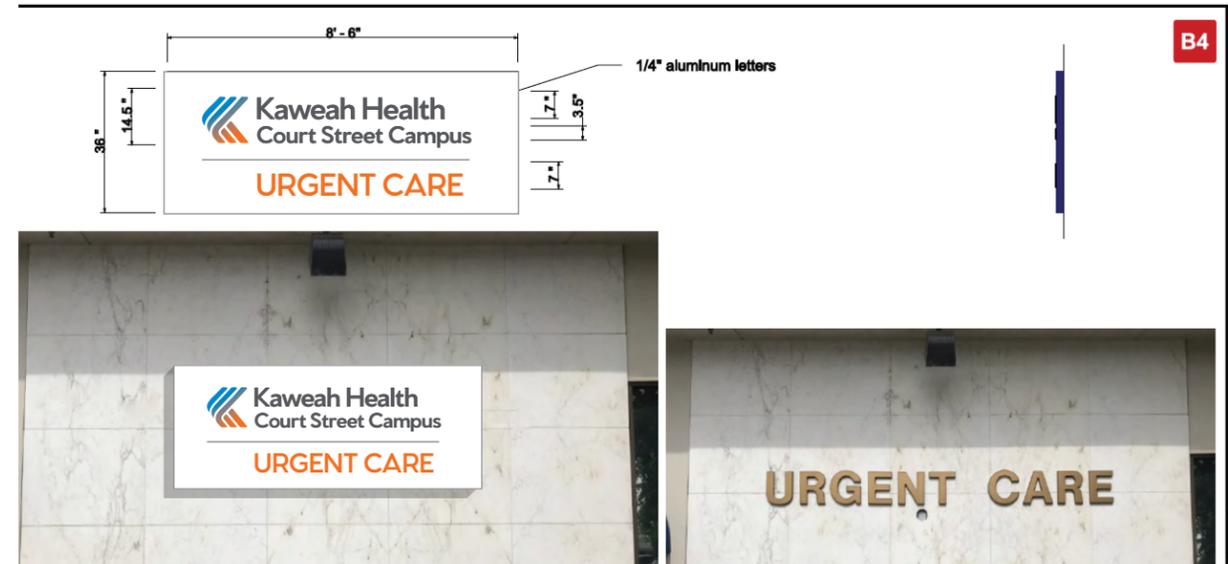
6. **Adjourn** – *Nevin House, Chair*

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.

A-Plus proposed solution



Reworked using facility lockup on white background



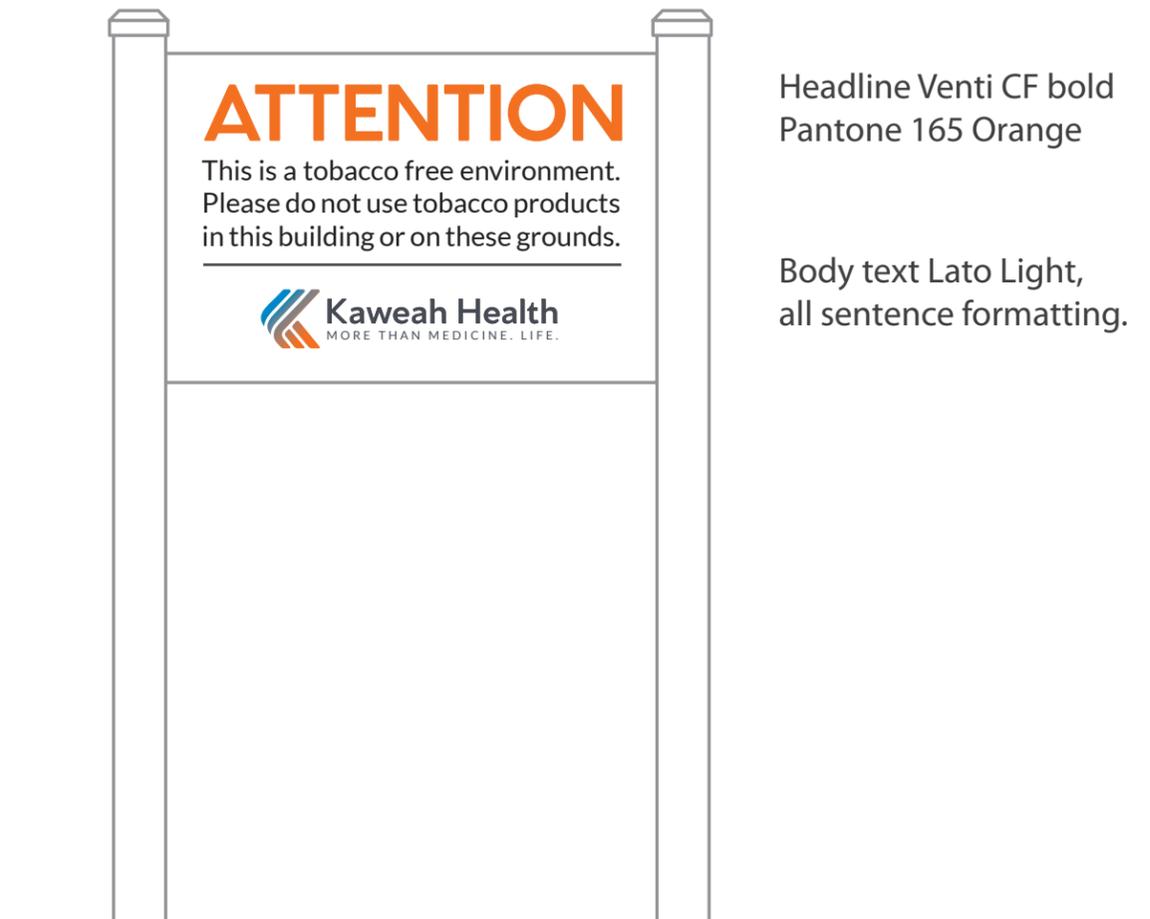
The brand standard format for facility/service line lockups uses initial caps. I think we should make an exception and use all caps for emergency and urgent care services.

Tobacco Free signage.

A-Plus solution



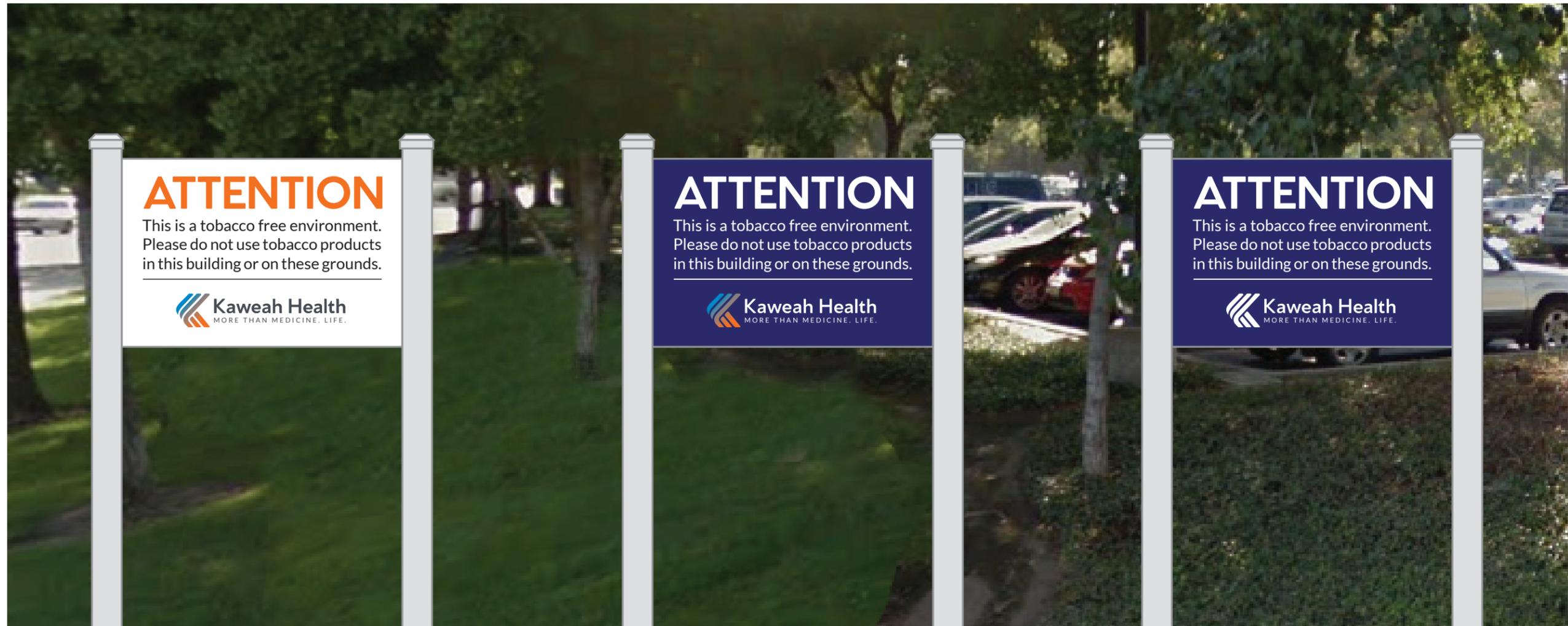
Because we are not identifying a facility or service line, the KH brand logo with tagline should be used as a signature at the bottom of the message.



The monument sign needs to conform to these logo proportions and font color. The main text needs to match Pantone Cool Gray 10



Post and Panel signs, comparing white background with blue background.



Reverse treatments of the corporate logo in an establishing brand should be done in only in rare circumstances, such as specialty advertising.

The reason for this is that reverse treatments result in a look that is distinctly different from the primary brand. In branding, consistency is king.

The Kaweah Health signage is going to be one of the most prominent, outward facing exposures for the brand, and should therefore reinforce the brand at large.

Signage with predominantly white backgrounds will tend to stand out from the environment more than signs that are predominantly dark.

A-Plus solution for replacing the wayfinding monument sign.

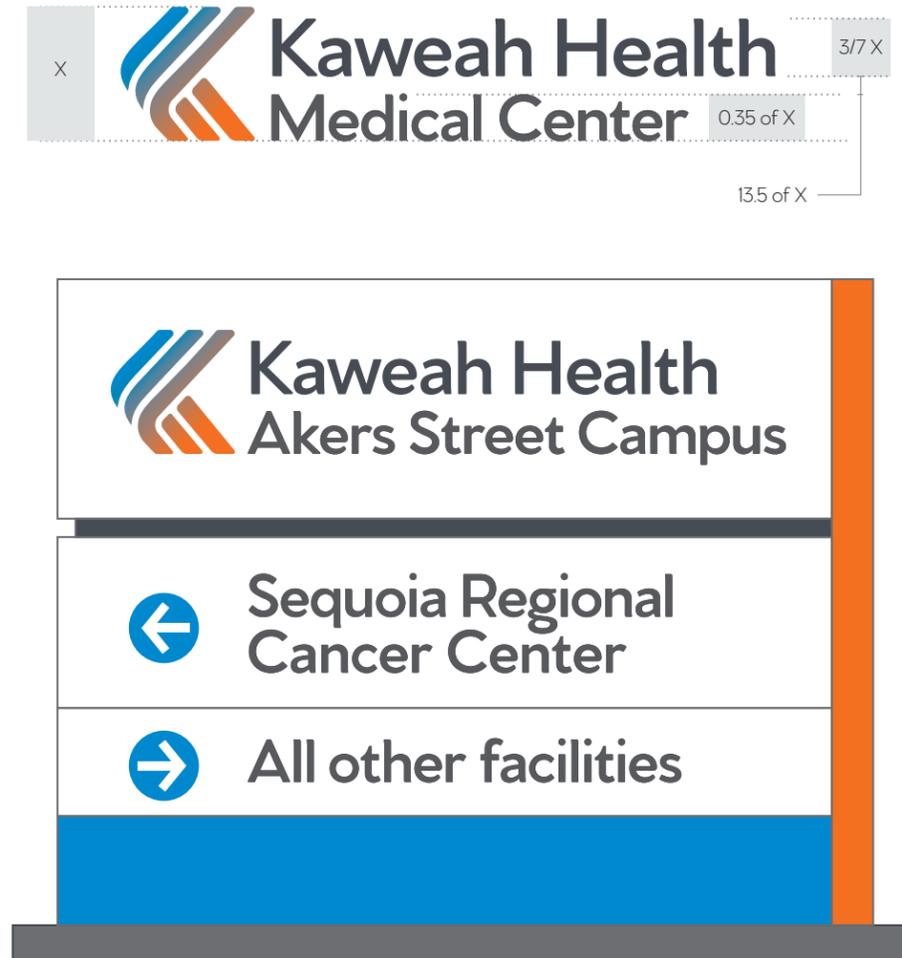
The same wayfinding monument sign using the KH facility lockup, fonts, and brand colors.

The KH facility lockup applies to all facilities, including the Medical Center (hospital)

Proposed



Existing



Font: Venti CF Demi Bold

Comparison of color treatments using KH Brand colors, to same graphics on dark blue background.

KH Brand Colors



With KH Color logo on dark blue



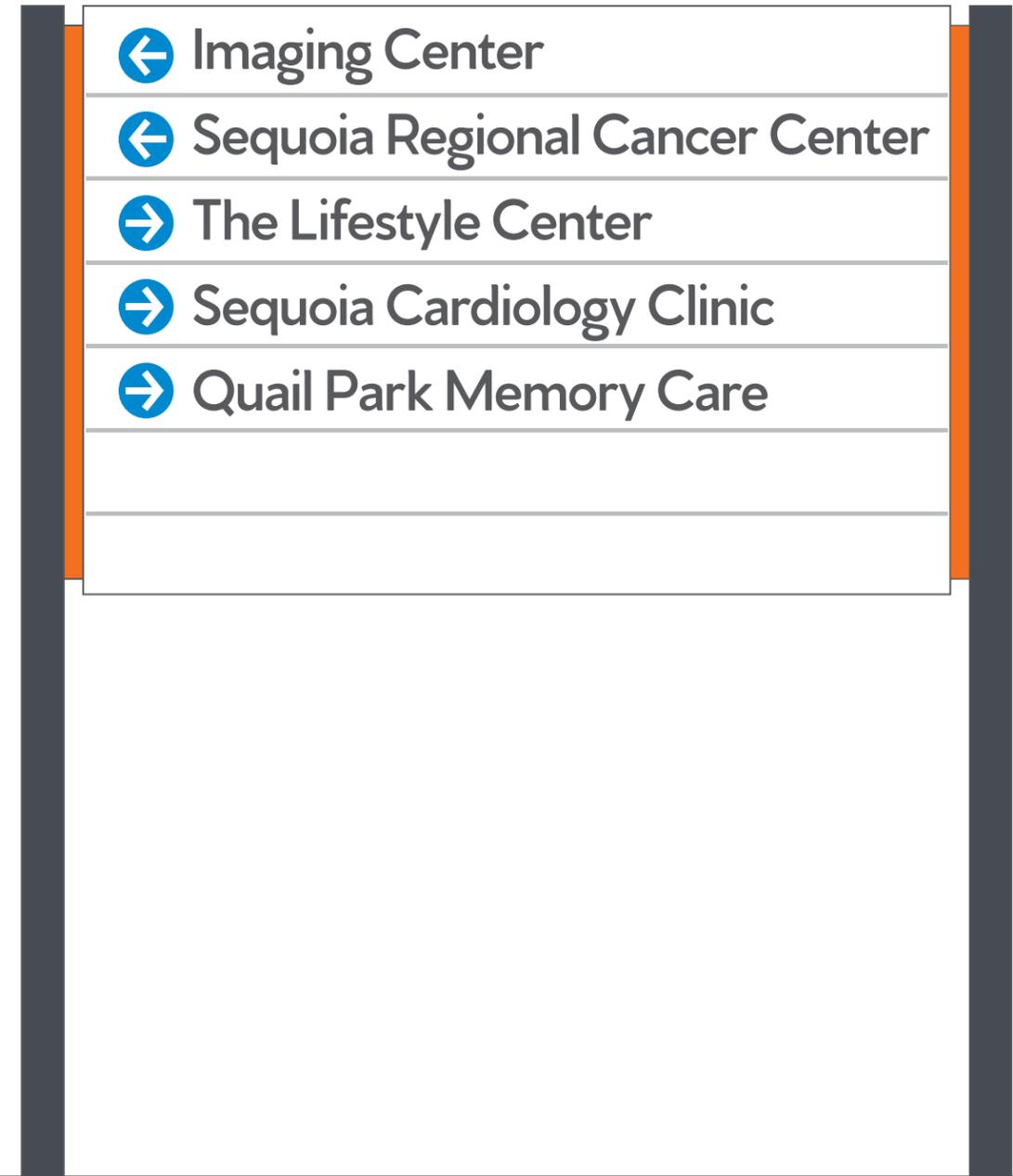
With KH white logo on dark blue



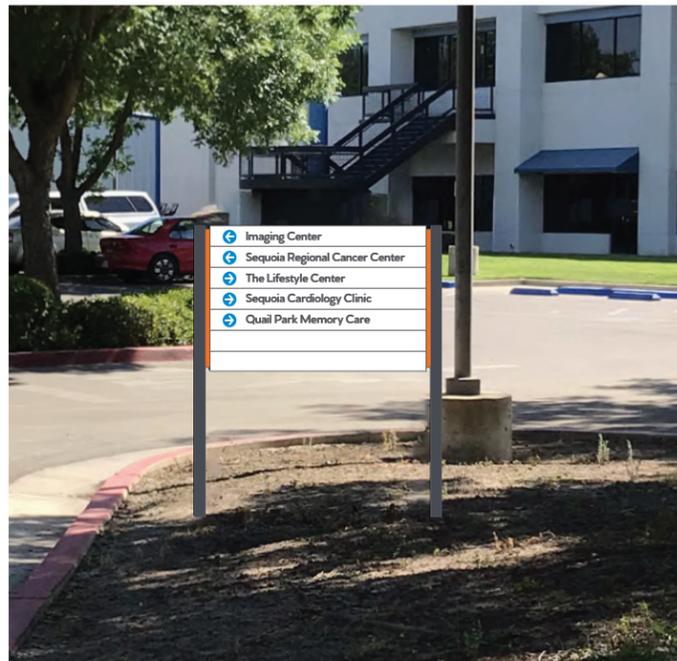
A-Plus solution for pedestrian wayfinding signs



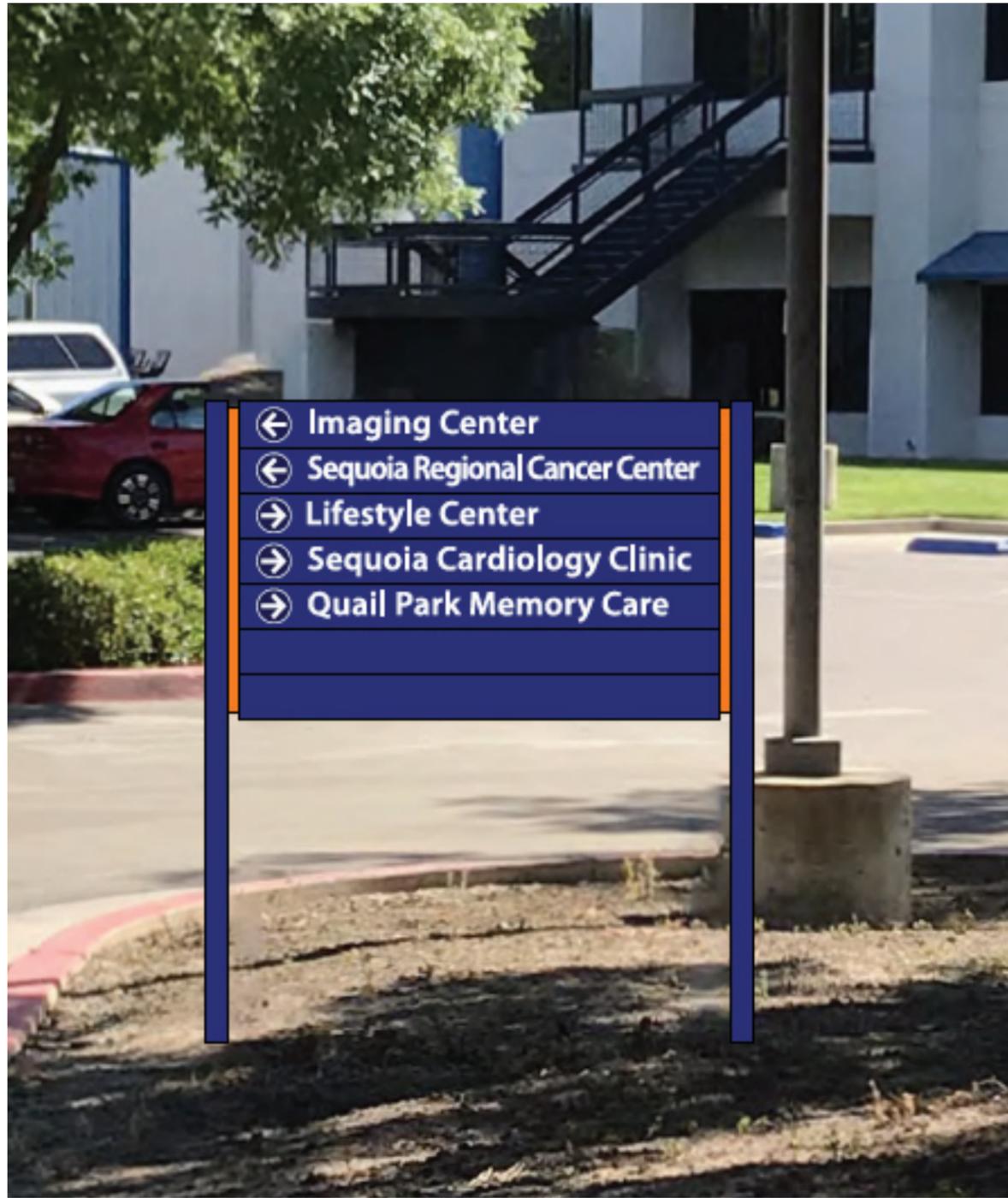
Using KH brand colors and fonts.



Solution for pedestrian wayfinding signs using KH primary brand color treatment



Comparison of color treatments using dark blue background to KH Brand colors.



A-Plus solution for channel lettering on building ID



Using the standard KH facility lockup.

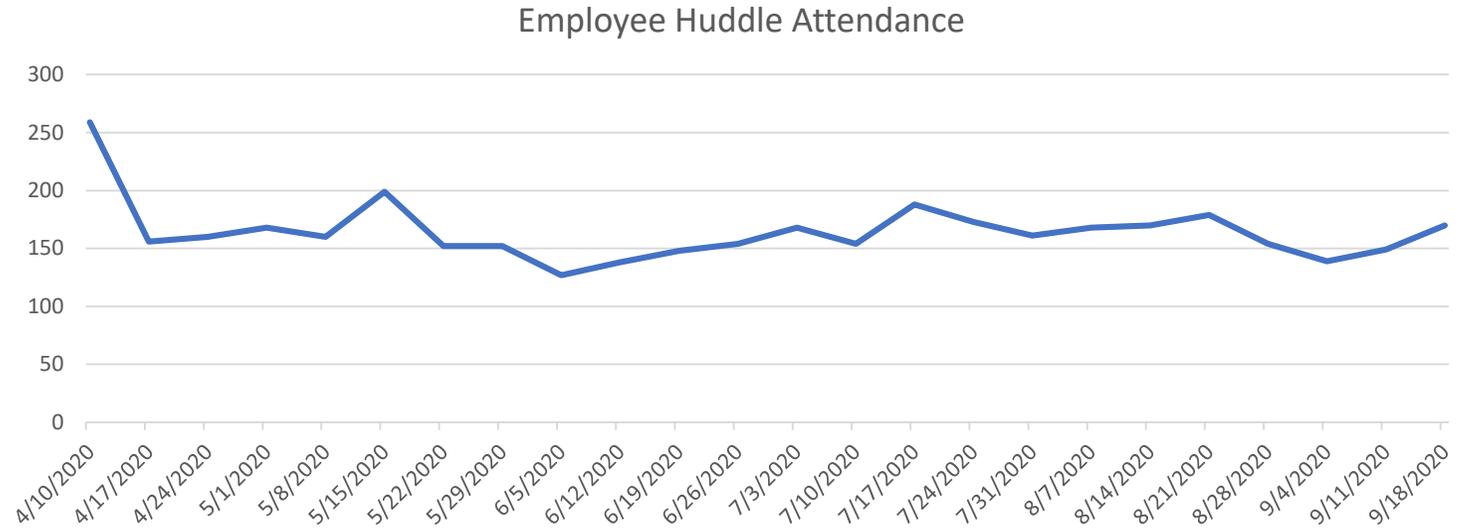




Community Engagement

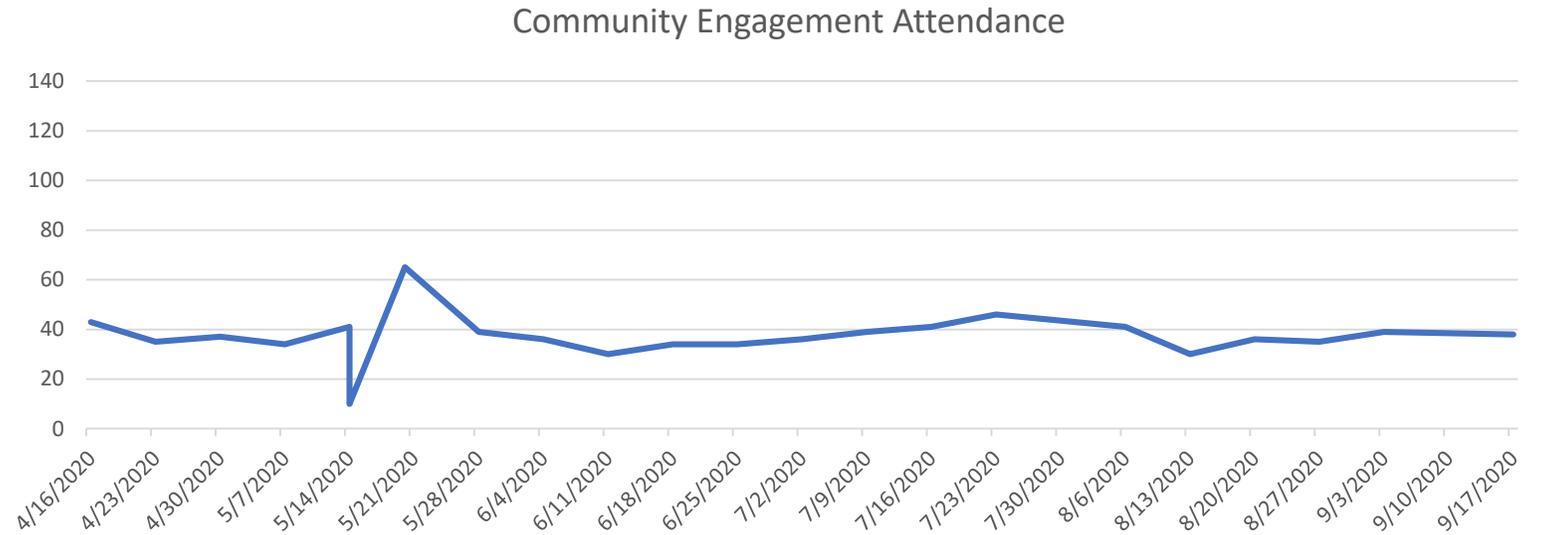
Employee Huddle Attendance

Date	Live Attendees	Post Online Views	
		Views	Unique
10/2/2020			
9/18/2020	170	48	32
9/11/2020	149	58	44
9/4/2020	139	53	33
8/28/2020	154	59	39
8/21/2020	179	200	117
8/14/2020	170	210	116
8/7/2020	168	247	176
7/31/2020	161	256	173
7/24/2020	173	508	182
7/17/2020	188	835	210
7/10/2020	154	630	204
7/3/2020	168	534	156
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

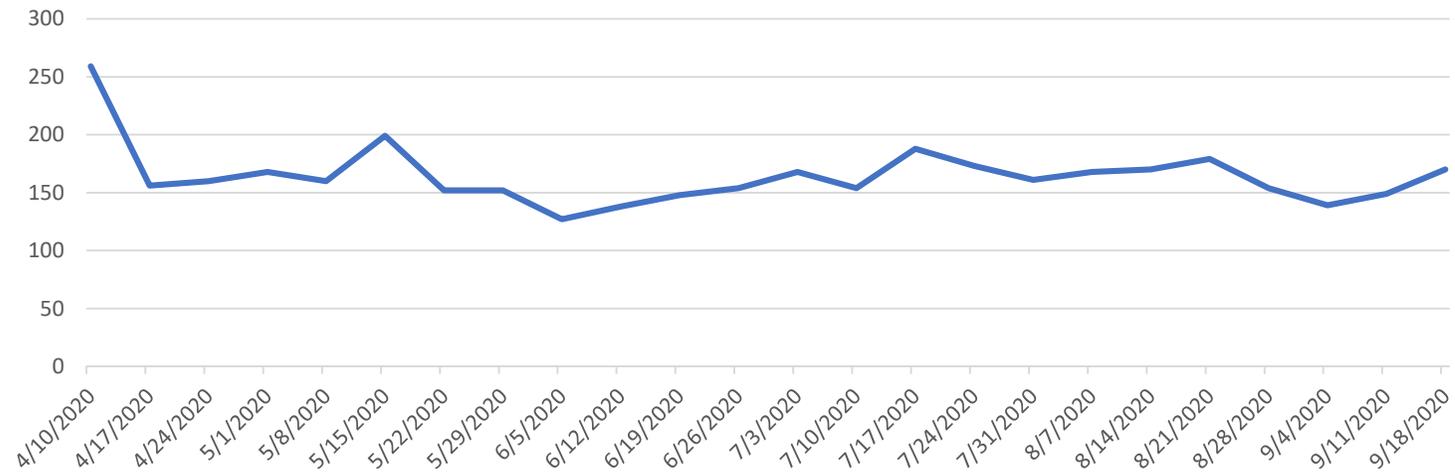


Community Engagement Attendance

Date	Live Attendees		Post Online Views	
			Views	Unique
10/1/2020		Town Hall #5		
9/17/2020	38		27	16
9/3/2020	39		12	12
8/27/2020	35		15	10
8/20/2020	36		13	8
8/13/2020	30		15	5
8/6/2020	41		44	26
7/30/2020		Town Hall #4	177	111
7/23/2020	46		171	61
7/16/2020	41		173	59
7/9/2020	39		214	77
7/2/2020	36		129	51
6/30/2020	9	Community Relations		
6/25/2020	34		89	35
6/18/2020	34		175	64
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
4/9/2020	13	Community Relations		
4/9/2020	43		154	153
4/2/2020	43		133	71
3/26/2020	53		44	28
3/19/2020			17	16



Employee Huddle Attendance



Community Engagement Attendance

