

November 18, 2021

#### **NOTICE**

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 4:00PM on Tuesday November 30, 2021, at the Support Services Building, Copper Room (2nd Floor); 520 W. Mineral King Avenue.

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.

The disclosable public records related to agendas are available for public inspection at Kaweah Health Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA and on the Kaweah Delta Health Care District web page https://www.kaweahhealth.org.

KAWEAH DELTA HEALTH CARE DISTRICT

Garth Gipson, Secretary/Treasurer

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

Tuesday, November 30, 2021
Kaweah Health Medical Center / Support Services Building
520 W Mineral King – Copper Room (2nd Floor)

ATTENDING:

Directors: Garth Gipson (Chair) and Ambar Rodriguez; Gary Herbst, CEO; Marc Mertz, Vice President/Chief Strategy Officer; Karen Tellalian, Director of Marketing & Communications; Deborah Volosin, Director of Community Engagement; Laura Florez-McCusker, Director of Media Relations; Raymond Macareno, Sr. Communications Specialist; Melissa Withnell, Sr. Communications Specialist; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; Patrick Moorman Jr., Sr. Marketing Specialist; and Kelsie Davis, Recording

#### **OPEN MEETING – 4:00 PM**

**CALL TO ORDER** – Garth Gipson, Chair

- 1. 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.
- 2. COMMUNITY ENGAGEMENT Deborah Volosin, Director of Community Engagement
  - **2.1.** Updates relative to recent webinars, new advisory committees, and stakeholder groups
  - **2.2.** Future Community Engagement efforts related to educating the community regarding master facility planning
- **3. MARKETING & COMMUNICATIONS** *Karen Tellalian, Director of Marketing & Communications* 
  - **3.1.** Updates relative to current marketing materials, rebranding, ads, vaccine clinics, and commercials
  - **3.2.** Future Marketing efforts related to educating the community regarding master facility planning
- **4. SOCIAL MEDIA/MEDIA RELATIONS—** Laura Florez-McCusker, Director of Media Relations

Mike Olmos – Zone I Board Member Lynn Havard Mirviss – Zone II Vice President Garth Gipson – Zone III Secretary/Treasurer David Francis – Zone IV
President

Ambar Rodriguez – Zone V Board Member

MISSION: Health is our Passion. Excellence is our Focus. Compassion is our Promise.

- **4.1.** Updates relative to recent **s**ocial Media Engagement & statistics, *new goals for the year*
- **4.2.** Future Social Media and Media Relations efforts related educating the community regarding master facility planning
- 5. Coordination of Kaweah Health's Master Facility Planning Community Education Efforts- Marc Mertz, Vice President/Chief Strategy Officer

ADJOURN – Garth Gipson, 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 Plan for Master Facility Plan/GO Bond

### June/July/August 2021

- Probolsky Online Focus Groups (5)
- Employee, physician, and community engagement survey

# September/October 2021

- Present results of online focus groups and employee/practitioner/community survey to Board of Directors.
- Review, brainstorm, and develop communication strategy based on Board direction.
- •Build Master Facility Plan presentation for stakeholder groups and incorporate information from the 2020 Economic Impact Report.
- Hold in-person meetings on Master Facility Plan.

# November/December 2021

- Present results of in-person stakeholder groups to Board of Directors.
- •Create website and open community survey. Page will include elevation plan with information on each option.
- •Board of Directors to decide on a facility option and authorize staff to proceed with finalizing numbers.
- Use feedback from stakeholder groups to help build messaging.

#### January 2022

- Put article in VTD and The Sun Gazzette that shows plans and details of the work that has taken place over the last couple of years. (Hospital of the Future)
- •Hold a series of Community Town Halls and present plan with final costs and GOB costs.
- Prepare 15 minute presentation for community organizations and schedule speaking engagements.

## January 2022- February

2022

- •Board of Directors to make decision on whether or not to move forward with a GO Bond.
- •Hire GO Bond consulting firm.
- Form GO Bond Employee/Physician/Community Committees.
- Form an employee committee to give facility design feedback.
- •Get representative on speaking circuit for all service organizations, City Council, Board of Sup., VUSD, VEDC, etc.
- Begin social media campaign.
- Raise funds for GO Bond effort. (revive Friends of Kaweah fund)

### March - November 2022

- •GO Bond Campaign. (determined with assistance of GO Bond consultant)
- •Increase community engagement efforts. (service clubs, town halls, polling, surveys, etc.)
- •Ballot application deadline is 7/1-8/15. (County will post actual date on website around Feb. or March of 2022)

## **Marketing YouTube Materials**

https://youtu.be/1n50dYldj9c

https://youtu.be/1bEbCbnFa7s



#### Media Relations Social Media Analytics, July 1, 2021 - Nov.17, 2021

**Profiles** 

Review your aggregate profile and page metrics from the reporting period.

Profile ♥	Audience 🕏	Net Audience Growth $=$	Published Posts 🕏	Impressions 🕏	Engagements 🕏	Engagement Rate (per Impression) =	Video Views <b>‡</b>
Reporting Period	42,658	1,917	1,297	6,999,601	306,848	4.4%	313,441
ul 1, 2021 – Nov 17, 2021	₹4.7%	7 44.2%	≥ 8.9%	₹ 59%	<b>≯</b> 21.8%	<b>≥</b> 23.4%	<b>≥</b> 9.6%
Compare to	40,737	1,329	1,424	4,403,232	251,949	5.7%	346,691
eb 11, 2021 – Jun 30, 2021							
kaweahhealthlifestyle	809	52	23	16,611	559	3,4%	314
6 Kaweah Health en Espa	691	43	168	65,969	2,296	3,5%	5,560
Maweah Health	5,805	250	75	78,900	7,756	9.8%	3,218
	1,785	65	172	145,115	3,731	2.6%	271
6 Kaweah Health Lifestyl	3,350	35	48	314,548	11,269	3.6%	2,240
6 Kaweah Health Medical	1,457	82	73	522,272	8,465	1.6%	32,987
a 💿 kaweahhealth	6,008	643	304	1,295,062	20,573	1.6%	41,851
6 Kaweah Health	22,753	747	434	4,561,124	252,199	5.5%	227,000

Pages
Review aggregate activity for pages and the posts published during the selected time period.

Page <b>‡</b>	Fans 🕏	Net Fan Growth \$	Published Posts \$	Public Engagements \$	Public Engagements per Post \$	% Fan Growth \$	Published Videos \$	Published Photos \$	Published Links \$	Published Text \$	Reactions \$	Comments \$	Shares 🕏
Your Pages Average	5,755.60	182.60	145.40	11,411.60	78.48	3.28%	17.60	107.40	9.00	11.40	7,154.00	2,288.20	1,969.40
Competitor Pages Average	18,843.40	371.60	96.20	4,182.80	43.48	2.01%	12.40	72.20	9.20	2.40	2,825.40	245.20	1,112.20
1 Valley Children's	58,613	941	78	9,405	120.58	1.63%	13	51	9	5	6,018	550	2,837
2 Kaweah Health	22,753	747	434	54,550	125.69	3.39%	61	346	19	8	33,831	11,168	9,551
3 Community Region	13,290	226	34	1,755	51.62	1.73%	10	17	7	0	1,073	76	606
4 Saint Agnes Medica	12,009	175	138	3,009	21.80	1.48%	6	129	1	2	1,894	209	906
5 Adventist Health in	6,468	1	95	3,118	32.82	0.02%	9	82	4	0	2,793	106	219
6 Sierra View Medical	3,837	515	136	3,627	26.67	15.50%	24	82	25	5	2,349	285	993
7 Kaweah Health Lif	3,350	35	48	745	15.52	1.06%	6	15	14	13	599	115	31
8 Kaweah Health M	1,457	82	73	849	11.63	5.96%	9	22	7	35	709	85	55
9 Kaweah Health en	691	43	168	869	5.17	6.64%	12	151	4	1	588	71	210
10 Kaweah Health Th	527	6	4	45	11.25	1.15%	0	3	1	0	43	2	0

# **Master Plan**

# **Media Relations Tactics**

- Media Day (press briefing, tours of MK Wing and Acequia Wing)
- Guest Editorials
- Frequently Asked Questions (Video Clips and Written)
- Talking Point Development
- LIVE: Social Media Town Hall
- LIVE: Master Plan Presentation (abbreviated with multiple speakers from Hospital of the Future)
- Social Media Organic and Paid Campaigns
- Podcasts (Kaweah Health produced and media partners (Sun Gazette, City of Visalia)

