



Outreach and Education Committee Meeting
Thursday September 23, 2010
10:00 a.m. – Noon

1625 N. Market Blvd., Trinity Room (S-307)
Sacramento, CA 95834

Teleconference Phone Number: (866) 443-7569
User Access Number: 1112
User Password: 225745

350 Los Ranchitos Road
San Rafael, CA 94903
(800) 295-4050

Phone conference

Committee Members

Joe Xavier (Chair)
Eric Holm

Executive Officer

Antonette Sorrick

Board Staff

Cenne Jackson

Legal Counsel

Michael Santiago

AGENDA

1. Welcome (J. Xavier)
2. Approval of Outreach and Education Committee Minutes June 2, 2009 (J. Xavier)
3. Web site Update (A. Sorrick)
4. Strategic Plan Update (J. Xavier)
 - Prepare a statement promoting the value of CA licensed guide dog instruction and an overview of the Guide Dog Act, for voluntary use during student training curriculum.
 - Provide ongoing training and materials for sources of client referral to guide dog programs (Department of Rehabilitation, Veterans Affairs counselors etc.), reflecting the value of choosing a CA licensed instructor and facility.

- Develop a communications plan.
 - Increase communication with consumer organizations and the staff of guide dog schools.
 - Explore the use of social networking sites, such as Facebook, YouTube, Twitter, a forum and a blog.
 - The Outreach and Education Committee will propose to the board opportunities to increase public awareness, perform community outreach, develop a media plan, and develop educational materials.
 - Participate in consumer organization activities, maintain routine contact with their leadership, and encourage participation at meetings and special events.
5. Dog Attacks on Guide Dogs Campaign (A. Sorrick)
 6. Q&A Event – Service Animal Definition (A. Sorrick)
 7. Agenda Items for the Next Meeting (All)
 8. Public Comment on Items Not on the Agenda
 9. Adjournment

Action may be taken on any item on the agenda. Agenda items may be taken out of order. Meetings of the Board of Guide Dogs for the Blind are open to the public except when specifically noticed otherwise in accordance with the Open Meeting Act. The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Antonette Sorrick at (916) 574-7825 or by e-mail at Antonette.Sorrick@dca.ca.gov or send a request to 1625 N. Market Blvd., Suite S-202, Sacramento, CA 95834. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation.