



Agenda 1.17.19

Led by: Kelly Griese (SOS), Nancy Moore (IAAAA/SMP)

Mission Statement: Empower Indiana communities to prevent and end senior exploitation and abuse.

Purpose

Today we want to discuss and/or finalize the following: vision statement, invitation letter, logo, website and social media next steps, media release, and committees/workgroups

Welcome (Kelly)

- Minutes from 12.12.18 approved
- Contact List distributed

Introductions

Present

- Kelly Griese, Secretary of State's Office
- Kylee Hale, Secretary of State's Office
- Nancy Moore, IAAAA/Senior Medicare Patrol
- Vanessa Convard, FSSA, Division of Aging
- Pam Wellington, Health at Home
- Cynthia Oetjen, Marion County Prosecutor's Office
- Diane Dove, Better Business Bureau
- Lynda Peterson, Heritage Hospice
- JJ De St Jean, US Postal Inspector
- Tamara Weaver, Attorney General's Office
- Ann Smith, Applegate Elder Law
- Charo Boyd, Social Security Administration
- Jessica Brock, Indiana Legal Services

Executive Board Structure

Chair

Kelly Griese (SOS)

- Duties include: facilitate meetings, create and circulate agenda, develop structure of the group, manage website

Vice Chair

Nancy Moore (IAAAA/SMP)

- Duties include: fill in for the chair, send meeting invitations, maintain contact list

Secretary

Vanessa Convard (FSSA)

- Duties include: keep meeting minutes, share minutes with members

Committee Chairs (TBD)

Finalize Vision Statement

- Vision Statement Finalized & Approved, no additional modifications made

Approved Vision Statement

- **EDUCATE INDIVIDUALS ON HOW TO PROTECT THEMSELVES AND LOVED ONES**
- **ENCOURAGE OUR COMMUNITIES TO ACT AS PREVENTION AND INTERVENTION PARTNERS**
- **EMPOWER HOOSIERS TO CONNECT WITH ENFORCEMENT RESOURCES**

Finalize Invitation Letter

Reviewed Partner/Member Invitation Letter

- Modified some language (noted by Kelly)
- May add first event if we are ready to when letter is released
- Will include website, logo, mission statement, and social media

Other Considerations

- What's the difference between a "Member" and a "Partner"?
 - Group agreed that description in letter is accurate
 - Member: participates in planning, regular attendance, active in workgroups, etc.
 - Partner: provides additional support through expertise, event participation, sponsorship, etc.

Suggestions & Planned Modifications

- Can we add some kind of engaging percentage? Perhaps something about the size of the generation? A knowable number. Will find something impactful and send an email out with options.
- "Not-for-profit" instead of non-profit
- Add: website, a graphic footer with mission statement, logo; social media

Action Items

- Letter will be updated when we are ready with information (Kelly)
- Nancy Moore created a Google spreadsheet of our invite list, please check to see who you will be contacting and add/edit as necessary
- Review/edit the Google spreadsheet of our invite list
- Review partner contact list and confirm, or not, your assigned partners to contact

Discussion of Website and Social Media

Website

- Reviewed website during meeting (everyone is impressed!)
 - Domain IN-CASE.org has been purchased and is under construction
 - Modeled, with permission, after Maine's website

Social Media

- Kelly Griese created placeholders for Twitter and Facebook:
 - <https://www.facebook.com/INCASEIndiana/>
 - <https://twitter.com/IncaseIndiana>

Suggestions & Planned Modifications

Website

- Check resources: are those numbers and websites accurate?
- Add 211; 211 is also the APS Hotline number
- Add Attorney General's Office
- Do we want our website to have an embedded live social feed showing posts by member/partner accounts?
- Will add minutes to website in PDF form
- Add condensed version of events, in the form of a printable brochure
- Will eventually include an Event Management Page (people can RSVP online)

Social Media

- Will form a social media committee to develop and maintain our SM presence
- Will develop & add a linked-in page

Action Items

- If you require documentation to assist in gaining permission to have name/agency tied to website/group let Kelly know
 - Kelly is also working on by-laws if your agency requires by-laws.
- Decide if you want our website to have an embedded live social feed showing posts by member/partner accounts?
- Review website for typos or other potential modifications and improvements
- Provide Kylee Hale with your social media information (account handles, hashtags, etc.)

IN-CASE Agency Type

- Discussed becoming an official Not-For-Profit agency

- Opted against this
- Do not want to handle money to avoid any perceived conflict of interest
- Organizations can sponsor deliverables and we can show recognition on website

Discussion of Media Release

Information to Include

- Website
- Events
- Mission
- Contacts
 - Emails of Executive Board
 - Media Contact linked to agency that sends communication

Distribution Flow

- State-Wide, professional release
- Come from stakeholders
 - One stakeholder (would we rotate) or all stakeholders?
 - This will be decided by the Media Relations/Communications Committee
 - Will discuss with communications specialists within agencies to see the details of who/what/how
 - If each agency distributes, there could be one main statements, with an additional personal statement that ties that agency to IN-CASE.

When?

- Debated between before April (Money Smart Week) or before June (World Elder Abuse Awareness Day)
 - Chose: Prior to June
 - This gives us more time
 - There are no other events around this time, putting more focus on our efforts
- Kelly Griese will draft the media release and distribute via email following our meeting
- Designated speaker for media
 - Group would prefer it be Kelly due to her experience
 - Kelly will seek permission from SOS office

Suggestions & Planned Modifications

- Along with releasing media we should be prepared to release:
 - Brochures
 - Business Cards

Action Items

- Provide Kylee Hale with high resolution, transparent logos for your organization so that they can be included in future documentation (websites, press releases, social media, printed materials)

Possible Committees/Work Groups

- Education and Awareness Committee
- Financial Exploitation Work Group
- Mandated Reporter Work Group
- Fraud Forum Work Group (MSW)
- Web Development Work Group
- Media Relations/Communications Committee
- Social Media Work Group
- Managing Deliverables Work Group
- Member Recruitment Work Group

Action Items

- Let Kelly know what you want to sign up for in workgroups and responsibilities.

Upcoming Events (discussion)

Fraud Forum

April 2, 2019

9a-1p

Noblesville Nazarene Church

- Organized by Nancy Moore and Kelly Griese
- Part of Money Smart Week
- SMP may be able to support with marketing, though probably not all of it
- Brochures vs bookmarks
- Start with brochure
- Discuss bookmarks, etc. through a future committee

World Elder Abuse Awareness Day

June 15, 2019 (international annual awareness day)

Time TBD

Place TBD

- Main release date for IN-CASE?
- Helps us focus on all kinds of abuse and neglect
- It is a Saturday, so perhaps a week of events
- Can we get the governor to make it an official week?
- <https://acl.gov/news-and-events/events-and-observances/world-elder-abuse-awareness-day>

Potential Event TBD

Date TBD

Time TBD

Elmcroft Senior Living, West Lafayette

- Diane spoke with them
- Interested in hosting an event

Suggestions & Planned Modifications

- Each agency has their own booth, may have little "IN-CASE Member" logo/seal/button/sticker

Action Items

- Continue to explore potential events
- Begin to think about ideas for events on/around World Elder Abuse Awareness Day

Next Meeting

February 13, 2019

9a-10:30a

CICOA Aging & In-Home Solutions Conference Room

8440 Woodfield Crossing Blvd, Ste 175, 46240