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## **JumpStart Communications Committee Report - January 2021**

Submitted by Jessica Cultra, Director of Communications  
On Behalf of Rod Griffin, Communications Committee Chair

At the January 20 meeting, Committee Chairman Rod Griffin welcomed members and asked for an update from staff regarding JumpStart's current communications activities.

- JumpStart is preparing for Financial Literacy Month in April and developing a media strategy for interviews and op-ed opportunities for Laura Levine and possibly other staff. Topics discussed were "the state of financial education in America and "financial education in the classroom during the COVID-19 pandemic."
- Internally - our Financial Fridays, Teacher Spotlight, and JumpStart website will be undergoing a redesign. We are sending out RFP's in the next couple of months.
- Awards Luncheon-waiting details on this event in lieu of COVID protocols in DC. At present, we are still planning on having an in-person event in April. The theme is collaboration and community-advocacy, action, and achievement.

Rod Griffin asked members for participation in four key Committee focus areas (Financial Literacy Month, Answering the Critics, Outreach to New Audiences, Promoting 2022 JumpStart Honorees) and established subcommittees to focus on each subject area.

Paul Golden, NEFE, suggested conducting a poll to gather data about how people feel regarding the need for financial literacy, and send questions could be included in NEFE omnibus survey with results by early March. Committee members are submitting questions by end of next week. Results may serve as data points for communications "answering the critics" and reaching new audiences.

Jessica Cultra asked committee members to consider assisting with media contact lists, news release services and incorporate JumpStart in social media outreach.

We scheduled quarterly meetings for 2022 and began reviewing calendars to schedule more frequent subcommittee meetings in the months in between committee meetings.