

## **STRATEGIC COMMUNICATIONS COMMITTEE**

### **Major Initiatives and Accomplishments for 2024**

The Strategic Communications Committee had five (5) meetings in 2024. Its major initiatives and accomplishments for the year are as follows:

- A. Discussed and endorsed to the Governing Board for approval/consideration the following:
  - 1. 2024 Communications and Marketing Plan
  
- B. Discussed and noted the following:
  - 1. 2023 Strategic Communications Plan Accomplishments
  - 2. Funnel Presentation re SB Corporation Marketing Activities: Accomplishments and 2024 Targets
  - 3. 2024 SB Corporation Calendar of Regional Roadshow
  - 4. 2024 Strategic Marketing Initiatives
  - 5. Updates on the 2024 Strategic Communications Plan
  - 6. Report on Implementation of SB Corporation's 2024 Strategic Communication and Marketing Plan (as of December 12, 2024)