

## **BLS Communications Committee**

### **Meeting Minutes**

**Friday, September 3, 2021 at 1:00 p.m.**

### **Labor Day Retreat**

1. Newsletter -
  1. Blog Submissions;
  2. CLE's – upcoming and after-market promotions (catch up on what you've missed)
2. BLS Blog
  - a. Need articles for publication
  - b. Reach out to other committee members
3. Social Media – links to FB witter LinkedIN -
4. BLS Website
  - a. Encourage all BLS members to create profile
  - b. New “Helpful Links” page sponsored by Michael Moecker & Associates
5. Sponsorship Packages
  - a. Review upper level sponsorship packages for substantive committees
6. Veterans Financial Literacy Project – ensure promotions this fall
  - a. Saturday October 30, 2021 -hybrid
7. Executive Counsel
  - a. Announcement to ensure all committee chairs check website pages and freshen content periodically.
  - b. Request that all substantive committees assign a liaison to the Communications Committee; need volunteers to reach out to substantive committees.
8. Substantive Committee Liaisons
  - a. Encourage flow of information to Communications Committee, interaction between Chairs.