

Technology Awareness Committee  
2020 Strategic Planning Tracking

Strategic Issue	TASK	DUE	STAFF	ACTIONS	Key			
					Not Started	In Progress	Completed	
<b>By September 30, 2022, increase awareness of FAAST to partner organizations and businesses.</b>								
Issue 1, Objective 2	Increase FAAST public awareness to partner organizations and businesses. (Interagency Committee working on increasing awareness to State Agencies. )	9/30/2022	Whitney	November 2020 - Review and update current partner list as identified in Strategic Plan.	December 2021 - Create content calendar with emails and social media posts that target all FAAST audiences	March 31, 2022 - Strategy 2-4: Create targeted "category" email lists in listserv (i.e., businesses, organizations, individuals, etc.)	By June 30, 2022, materials will be created and made available for organizations and businesses to share FAAST information.	September 2022 - Strategy 2-5: Engage the ATAC, organizations and businesses in actively sharing FAAST public awareness materials.
<b>By September 30, 2022, have a statewide presence as the primary resource for Assistive Technology.</b>								
Issue 1, Objective 3	Utilize a network of people, ATAC members, partners, center staff, etc. that are knowledgeable on FAAST services to position FAAST as AT resource leader.	9/30/2022	Whitney	December 2020 - Gather information on events that FAAST should have a presence. 2/26/2021 Event list reviewed at each TAC meeting	January 2022 - Strategy 3-2: Develop a plan for an Annual AT Expo to highlight FAAST and partner organizations as outlined in Strategic Issue 1, Objective 2. 2/26/2021 Discussion began in Jan. committee meeting 3/12/2021 AT Expo Proposed to FY22, will be added to QTR 3 ATAC meeting for approval 7/14/2021 AT Expo added to July agenda 9/14/2021 AT Expo Subcommittee was established			
<b>By December 31, 2021, update marketing materials for consumers to better understand FAAST services and what to expect.</b>								
Issue 1, Objective 4	Update FAAST marketing materials.	12/31/2021	Whitney	November 2020 - Strategy 4-1: Evaluate current marketing materials to identify need. Consider branded materials for difference audiences (i.e., cultures and senior population).	December 2021 - Review and approve updated branding standards for marketing materials and FAAST website. 5/14/2021 TAC approved website and new branding standards to be sent to full ATAC in June for approval 8/20/2021 Kick off meeting with Bella Business Solutions to begin updating branding and marketing materials 9/17/2021 Updated marketing materials added to September TAC agenda MOVED TO OCTOBER AGENDA	Review results from testing marketing materials with sample group.		