



November 18, 2021

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 4:00PM on Tuesday November 30, 2021, at the Support Services Building, Copper Room (2nd Floor); 520 W. Mineral King Avenue.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings in the Kaweah Delta Medical Center, Mineral King Wing entry corridor between the Mineral King lobby and the Emergency Department waiting room.

The disclosable public records related to agendas are available for public inspection at Kaweah Health Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA and on the Kaweah Delta Health Care District web page <https://www.kaweahhealth.org>.

KAWEAH DELTA HEALTH CARE DISTRICT
Garth Gipson, Secretary/Treasurer

A handwritten signature in black ink that reads "Cindy Moccio". The signature is written in a cursive, flowing style.

Cindy Moccio
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:
Governing Board, Legal Counsel, Executive Team, Chief of Staff
<http://www.kaweahdelta.org>



KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS MARKETING & COMMUNITY RELATIONS

Tuesday, November 30, 2021

Kaweah Health Medical Center / Support Services Building
520 W Mineral King – Copper Room (2nd Floor)

ATTENDING: Directors: Garth Gipson (Chair) and Ambar Rodriguez; Gary Herbst, CEO; Marc Mertz, Vice President/Chief Strategy Officer; Karen Tellalian, Director of Marketing & Communications; Deborah Volosin, Director of Community Engagement; Laura Florez-McCusker, Director of Media Relations; Raymond Macareno, Sr. Communications Specialist; Melissa Withnell, Sr. Communications Specialist; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; Patrick Moorman Jr., Sr. Marketing Specialist; and Kelsie Davis, Recording

OPEN MEETING – 4:00 PM

CALL TO ORDER – Garth Gipson, Chair

- 1. PUBLIC / MEDICAL STAFF PARTICIPATION** – Members of the public wishing to address the Committee concerning items not on the agenda and within the subject matter jurisdiction of the Committee may step forward and are requested to identify themselves at this time. Members of the public or the medical staff may comment on agenda items after the item has been discussed by the Committee but before a Committee recommendation is decided. In either case, each speaker will be allowed five minutes.
- 2. COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
 - 2.1.** Updates relative to recent webinars, new advisory committees, and stakeholder groups
 - 2.2.** Future Community Engagement efforts related to educating the community regarding master facility planning
- 3. MARKETING & COMMUNICATIONS** – *Karen Tellalian, Director of Marketing & Communications*
 - 3.1.** Updates relative to current marketing materials, rebranding, ads, vaccine clinics, and commercials
 - 3.2.** Future Marketing efforts related to educating the community regarding master facility planning
- 4. SOCIAL MEDIA/MEDIA RELATIONS**– *Laura Florez-McCusker, Director of Media Relations*

*Mike Olmos – Zone I
Board Member*

*Lynn Havard Mirviss – Zone II
Vice President*

*Garth Gipson – Zone III
Secretary/Treasurer*

*David Francis – Zone IV
President*

*Ambar Rodriguez – Zone V
Board Member*

MISSION: *Health is our Passion. Excellence is our Focus. Compassion is our Promise.*

4.1. Updates relative to recent social Media Engagement & statistics, *new goals for the year*

4.2. Future Social Media and Media Relations efforts related educating the community regarding master facility planning

5. Coordination of Kaweah Health’s Master Facility Planning Community Education Efforts- *Marc Mertz, Vice President/Chief Strategy Officer*

ADJOURN – *Garth Gipson, Chair*

In compliance with the Americans with Disabilities Act, if you need special assistance to participate at this meeting, please contact the Board Clerk (559) 624-2330. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to the Kaweah Delta Health Care District Board of Directors meeting.

Community Engagement Plan for Master Facility Plan/GO Bond



Marketing YouTube Materials

<https://youtu.be/1n50dYldj9c>

<https://youtu.be/1bEbCbnFa7s>



Media Relations
Social Media Analytics, July 1, 2021 - Nov.17, 2021

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Jul 1, 2021 – Nov 17, 2021	42,658 ↑ 4.7%	1,917 ↑ 44.2%	1,297 ↓ 8.9%	6,999,601 ↑ 59%	306,848 ↑ 21.8%	4.4% ↓ 23.4%	313,441 ↓ 9.6%
Compare to Feb 11, 2021 – Jun 30, 2021	40,737	1,329	1,424	4,403,232	251,949	5.7%	346,691
kaweahhealthlifestyle	809	52	23	16,611	559	3.4%	314
Kaweah Health en Espa...	691	43	168	65,969	2,296	3.5%	5,560
Kaweah Health	5,805	250	75	78,900	7,756	9.8%	3,218
@kaweahhealth	1,785	65	172	145,115	3,731	2.6%	271
Kaweah Health Lifestyl...	3,350	35	48	314,548	11,269	3.6%	2,240
Kaweah Health Medical...	1,457	82	73	522,272	8,465	1.6%	32,987
kaweahhealth	6,008	643	304	1,295,062	20,573	1.6%	41,851
Kaweah Health	22,753	747	434	4,561,124	252,199	5.5%	227,000

Pages

Review aggregate activity for pages and the posts published during the selected time period.

Page	Fans	Net Fan Growth	Published Posts	Public Engagements	Public Engagements per Post	% Fan Growth	Published Videos	Published Photos	Published Links	Published Text	Reactions	Comments	Shares
Your Pages Average	5,755.60	182.60	145.40	11,411.60	78.48	3.28%	17.60	107.40	9.00	11.40	7,154.00	2,288.20	1,969.40
Competitor Pages Average	18,843.40	371.60	96.20	4,182.80	43.48	2.01%	12.40	72.20	9.20	2.40	2,825.40	245.20	1,112.20
1 Valley Children's	58,613	941	78	9,405	120.58	1.63%	13	51	9	5	6,018	550	2,837
2 Kawah Health	22,753	747	434	54,550	125.69	3.39%	61	346	19	8	33,831	11,168	9,551
3 Community Region...	13,290	226	34	1,755	51.62	1.73%	10	17	7	0	1,073	76	606
4 Saint Agnes Medica...	12,009	175	138	3,009	21.80	1.48%	6	129	1	2	1,894	209	906
5 Adventist Health in ...	6,468	1	95	3,118	32.82	0.02%	9	82	4	0	2,793	106	219
6 Sierra View Medical...	3,837	515	136	3,627	26.67	15.50%	24	82	25	5	2,349	285	993
7 Kawah Health Lif...	3,350	35	48	745	15.52	1.06%	6	15	14	13	599	115	31
8 Kawah Health M...	1,457	82	73	849	11.63	5.96%	9	22	7	35	709	85	55
9 Kawah Health en...	691	43	168	869	5.17	6.64%	12	151	4	1	588	71	210
10 Kawah Health Th...	527	6	4	45	11.25	1.15%	0	3	1	0	43	2	0

Master Plan

Media Relations Tactics

- Media Day (press briefing, tours of MK Wing and Acequia Wing)
- Guest Editorials
- Frequently Asked Questions (Video Clips and Written)
- Talking Point Development
- LIVE: Social Media Town Hall
- LIVE: Master Plan Presentation (abbreviated with multiple speakers from Hospital of the Future)
- Social Media Organic and Paid Campaigns
- Podcasts (Kaweah Health produced and media partners (Sun Gazette, City of Visalia))