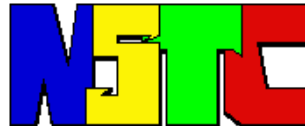




# Public Relations & Membership Committee



We Connect Talent and Ability into Employer Opportunity

## Committee Chair Millie Johnson

### Accomplishments

- Finalized / Printed Youth Brochure
- Planned Membership Meetings
- ◆ Increase Membership

### Meeting Schedule

- Last Tuesday of each month at 2:30—4:00.

Promotes the value of APICC and its member companies. Encourages dialogue with the general public, elected officials, and government representatives for the benefit of APICC membership and the resource industry. Develops, evaluates, and recommends to the Board all government relations activities. Coordinates and implements all government relations activities and actions of APICC in accordance with the policies, directions, and decisions adopted by the Board of Directors.

Exercises oversight of all APICC events, including the selection of speakers, the publication of the APICC newsletter, the development and implementation of fundraising activities, and the development of educations, public relations and communications materials. Develops, coordinates, and implements member recruitment and retention programs and policies, including oversight for services and benefits for APICC members.

### Strategic Plan:

- ◆ **Increase awareness of process industry careers and provide guidance along industry career paths in both urban and rural Alaska.**
  - Develop and implement a communication and marketing strategy (AK Native Corp shareholder, educational foundation, school newsletters, military etc.)
  - Provide resources (info, scholarship info, funding resources)
  - Partner with a marketing/media representative to volunteer w/ APICC
- ◆ **Advocate to provide CTE opportunities for students who do not have access to them.**
  - Communicate importance of CTE to government, education system, industry, parents
- ◆ **Establish business partnerships to support/expand CTE opportunities for students.**
  - Promote internships, shadowing, tours, TIE
  - Utilize partnerships in communication/marketing
- ◆ **Identify and provide resources.**
  - Retain and increase memberships and Contributors.
- ◆ **Increase APICC Membership**
  - Create strategy about marketing APICC: Communication & Marketing (success stories)
- ◆ **Broadcast our successes.**
  - Creating and distributing newsletter
  - Provide messages and information to Industry Publications
  - Develop communication Strategy

ALASKA PROCESS  
INDUSTRY CAREERS  
CONSORTIUM

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