

**COVERED CALIFORNIA ADVISORY COMMITTEE
MARKETING, OUTREACH, AND ENROLLMENT ASSISTANCE**

**Wednesday, October 7, 2015
1PM – 4PM
Covered California Headquarters
1601 Exposition Blvd., Sacramento, CA 95815**

ADVISORY MEETING
Webinar Participation available
<https://attendeegotowebinar.com/register/7551231824351264258>

AGENDA

PLENARY SESSION (ALL SUBCOMMITTEES)

- I. Chair's Welcome**
- II. Marketing**
 - a. Research and Findings
 - b. Overview of Open Enrollment 3 Marketing Strategy
- III. Communications**
 - a. Open Enrollment 3 Communication Initiatives and Messaging
 - b. Covered California Website
- IV. Outreach and Sales**
 - a. Kickoff Meetings Report
 - b. Open Enrollment 3 Workforce and Resources
- V. Subcommittee Breakouts**
 - a. African American Subcommittee Breakout
 - b. Asian/Pacific Islander Subcommittee Breakout
 - c. Latino Subcommittee Breakout
- VI. Report back and Updates**