***Strategic Focus Area Four:*** *Increase our community awareness and marketing efforts within both the external community and with our internal stakeholders.*

***Supported by****:  Marketing and Community Engagement committee; Lead Applicant Agency Staff*

***Objectives:***

1. Develop, implement and maintain a marketing plan aimed at consumers.
2. Develop, implement and maintain a marketing plan aimed at providers.
3. Develop, implement, and maintain a marketing plan towards the general public.
4. Advocate to those in decision making roles/policy makers.
5. Develop homeless awareness activities that can be incorporated in 1 through 3.