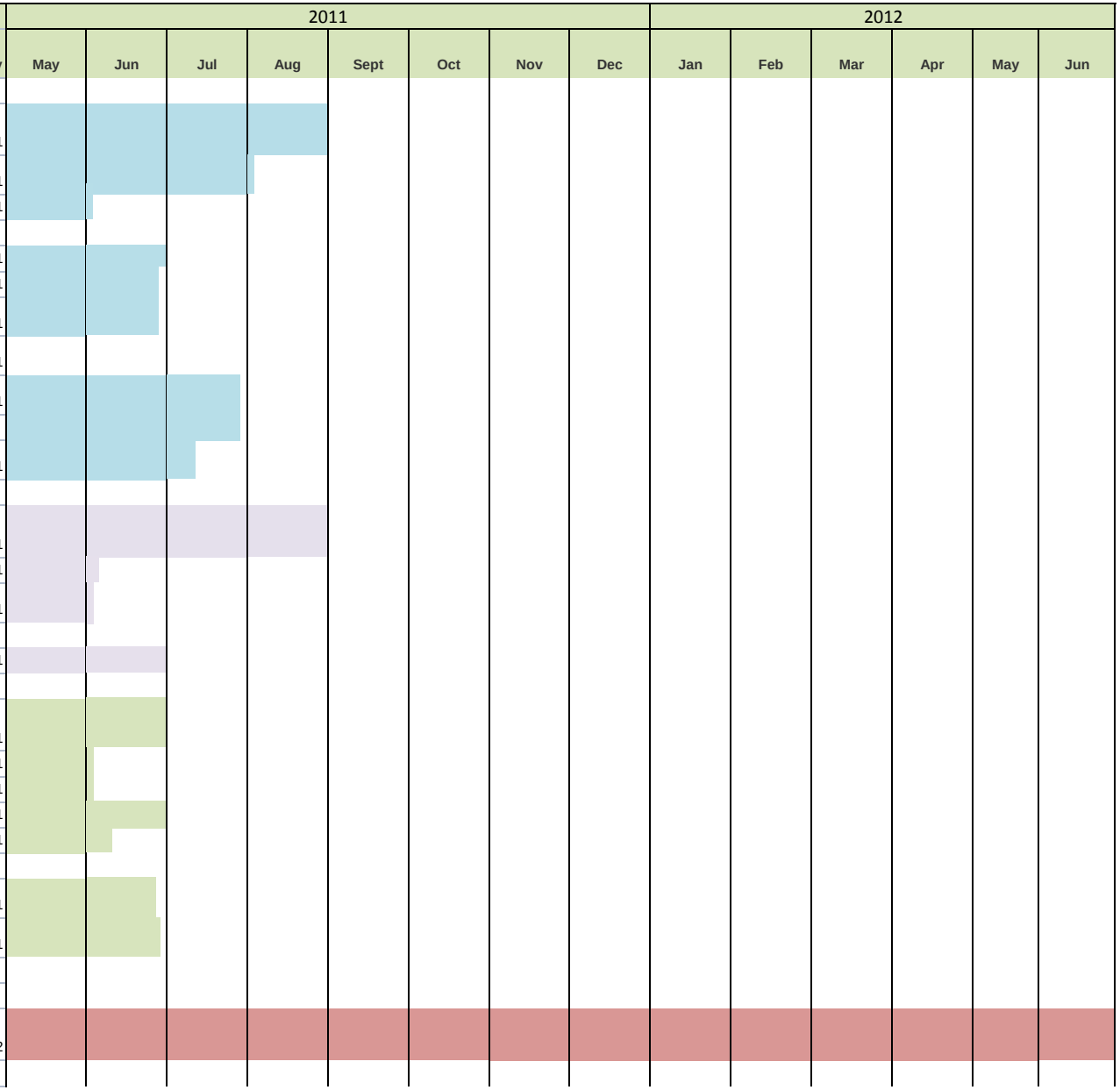
WISHIN Communications Committee

Detailed Workplan

Task Name	Completed by
WISHIN Phase I	
Develop a Marketing/Communication for **HISP Qualification**	9/1/2011
Develop marketing and communications plan for HISP qualifications	8/3/2001
Gather and analyze market data	6/10/2011
Develop Communications Strategy for HISP qualification	6/29/2011
Identify and prioritize stakeholders	6/24/2011
Identify communications methods for for Phase 1 and Leverage CEM	6/24/2011
Draft the Marketing and Communications Plan for HISP Qualification	7/13/2011
**Marketing and Communications Plan for HISP Qualifications approved by board 7/27*	7/27/2011
Finalize the Marketing and Communications Plan for the HISP Qualification	8/3/2001
Deploy Messages /Educational Materials for **HISP Qualification**	9/1/2011
Gather Information on the market	6/10/2011
Define the Draft the Marketing and Communications Plan for HISP Qualification	6/6/2011
Develop Communicaition Strategies for HISP services	6/29/2011
Develop a Marketing/Communication Plan for **HISP Services**	6/29/2011
Gather Information	6/6/2011
Define HISP Service market for Phase 1	6/6/2011
Develop Communicatiosn strategies for HISP services	6/29/2011
Identify communications and methods for Phase 1	6/13/2011
Draft Develop and marketing & communications plan for HISP services	6/20/2011
**Marketing and Communications Plan for HISP Services approved by board 6/21*	6/21/2011
WISHIN Phase II	
Deploy Initial Messages/Educational **Materials for Phase II Services**	7/30/2012