

TO: MD Sustainable Growth Commission

FROM: Dr. Calvin Ball, Chairman, Education Workgroup

RE: Workgroup Update

DATE: September 26, 2011

While we work to schedule our next meeting, we wanted to share our progress including the work that still lies before us. Given the components that were discussed during prior meetings, we have identified several goals that are vital to the success of our group.

Goal 1:

Identification of Additional Members.

The workgroup members have had several discussions on the importance of expanding our membership to heighten our wealth of knowledge. We have identified several industries that would be valuable to the mission of our group and members are working to bring them on board.

Goal 2:

Target Audience Identification.

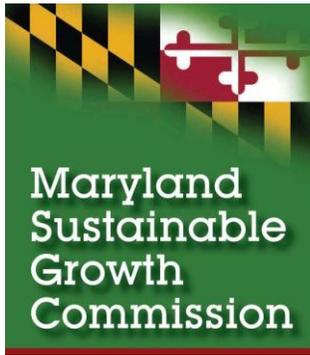
We have discussed several creating several target audiences and prioritizing the order in which that we believe education would be most effective.

Goal 3:

Marketing Strategies.

One of the most important criteria we have identified for success lies within our marketing capabilities. Here are the challenges we've identified:

- What media source(s) are most ideal for success?
 - Social media, mail outs, website
- Where will we receive funding?
 - We are working to identify possible sources of funding including Foundations.
- Who will administer and/or maintain?
- How often will materials be distributed to be most effective?



It was suggested that we work in collaboration with a current MDE outreach project geared towards teachers, students, youth. We will be following up on this lead.

Goal 4:

Identify local needs for sustainable communities to enhance our education initiatives.

As we discussed, every County throughout Maryland has differing needs. We discussed the "Drive to survive" philosophy and that we may want to focus on the importance of mixed use communities or working close to one's residence.