

# Health Discoveries '99 Proposed Timeline

(10/98)

June 1998	Responsible	Status
• Name steering committee from HSC Office of Public Information and Medical Guild	Guild, OPI	Done
• Select proposed date and backup dates for full planning committee to consider	Steering	Done
• Establish approved budget to OPI for specific items	Guild	Done
• Define roles and responsibilities of Guild and OPI	Steering	Done
• Letters to HSC deans and Shands requesting member to serve on planning committee	Phillips-Han, Ramey	Done
<b>July 1998</b>		
• Follow up with deans who did not respond for names of college reps.	Phillips-Han	Done
• Decide on proposed format (to take to full committee), including: number of speakers lecture times number of tours other	Steering	Done
• Verify facility availability for proposed and backup dates, including: MSB Auditorium, lobby Communicore classrooms Shands Atrium Faculty Dining (for hospitality room) Founders Gallery Sun Terrace	Phillips-Han	Done
• Set date for initial planning meeting of full planning committee and send all committee members copy of agenda, proposed format for HD '99, timeline and list of subcommittees to be established. Ask each member of committee to bring written recommendations for speakers for speakers, exhibits and tours.	Steering	Done

August 1998	Responsible	Status
• Check availability of Whitney Lab to speak and/or present tour or exhibit	Exhibits	Checking
• Full planning committee to meet and decide definite date of event - suggestions on tours, exhibits, speakers, other		8/5 H-108 7:30-8:30 a.m.
• Send written minutes of Aug. 5 meeting to all members of full planning committee. Meet with staff of HSC Office of Public Information	Phillips-Han	Done
• Set up web page with 1999 information (Gene Cornwall, Dr. Romrell)	OPI	Done
• Set up dedicated phone line to reflect 1999 information (update both as more information available, including Web registration capability)	OPI	Ordered
• Verify and reserve availability of facilities for selected date	Phillips-Han	Done
• Notify pertinent groups of date, including:		Done
HSC colleges	OPI	Done
AV department	OPI	Done
Whitney Lab	OPI	Done
Jim Lloyd	OPI	Done
Comm. Calendars (Source, college date book, cultural affairs, etc.)	Guild	Done
Medical Guild and Jr. Medical Guild	Guild	Done
Dental and Vet School Guilds	Guild	Done
Shands Auxiliary	Guild	Done
• Select topics of interest	Planning/Steering	Done
• Identify, select and recruit members of needed subcommittees.	Steering	Done
• Determine timing for distribution of brochure, including deadline for completing design and pre-production mock-up. Also decide how the brochure will primarily be used this year (promotionally, registration, etc.)	Publicity/Steering	
• Check on banner ruling	Cancelled/publicity	NA
• Check on number of Gator folders	OPI	Done
• Send monthly status report to full committee and update OPI staff at meeting.	Phillips-Han	Done

<b>September 1998</b>	<b>Responsible</b>	<b>Status</b>
• Confirm availability of Whitney Lab to speak and/or present tour or exhibit	OPI	Checking
• Contact PRSSA to determine availability for 1999 project, possibly help with publicity?	OPI	Done
• Select speakers and send guidelines for receipt of information - send '98 guidelines and last possible date to receive information - have back-up list of possible speakers	Speakers/Steering	Done
• Invite colleges to help create tours, exhibits and make recommendations to Steering - possibly also including admission information tables?	Exhibits & Tours	Done
• Create sponsor/patron list	Guild	In progress
• Determine publicity materials/methods to use Publicity Committee to develop timeline for all promotional activities and Submit to full committee. Timeline to be incorporated into master timeline.	Publicity	In progress

<b>October 1998</b>	<b>Responsible</b>	<b>Status</b>
• Update letter to deans w/cc to college representative	OPI/Williams	In progress
• Reserve shuttle bus for garage to Shands circle	Logistics/Ramey	Done
• Create poster, pamphlets and publicity information	OPI/Publicity	
• Create handout of general information, background on Health Discoveries This can be mailed to people who call and request information about the colleges and included in any information provided to potential students, parents, special contributors, etc. This sheet also will be included in packets participants receive on day of event.	OPI	In progress
• T-shirt or other item decision made, order placed – Will Shands donate again?	Logistics/Ramey	Checking w/Shands
• Update Web page	OPI	In progress
• Steering committee meeting to review brochure copy and other printed materials including evaluations, packet info, etc. prior to printing and distribution		
• Send monthly status report to full committee and update OPI staff	Arline	
• Secure dedicated phone line	OPI	In progress

<b>November 1998</b>		
<ul style="list-style-type: none"> <li>• Make initial contact with area teachers, schools for heads-up on HD '99date               <ul style="list-style-type: none"> <li>- science teachers</li> <li>- social studies teachers (psychology students)</li> <li>- elementary teachers (for Whitney Lab exhibit)</li> <li>- health vocational programs</li> </ul> </li> <li>- SFCC</li> </ul>	Guild	
<ul style="list-style-type: none"> <li>• Produce generic flier to distribute for PR</li> </ul>	Operations	
<ul style="list-style-type: none"> <li>• Prepare copies of evaluations               <ul style="list-style-type: none"> <li>- one page for each speaker and one page, one side for event</li> <li>- hand out and pick up at each lecture</li> </ul> </li> </ul>	Operations	
<ul style="list-style-type: none"> <li>• Send confirmation letters to speakers, to include orientation meeting times</li> </ul>		
<ul style="list-style-type: none"> <li>• Complete initial news release</li> </ul>	Publicity	
<ul style="list-style-type: none"> <li>• Complete and distribute posters, brochures to UF/Shands clinics</li> </ul>		
<ul style="list-style-type: none"> <li>• Send written request for AV needs</li> </ul>		
<ul style="list-style-type: none"> <li>• Send written request for furniture needs to Physical Plant</li> </ul>		
<ul style="list-style-type: none"> <li>• Speakers committee to get info to Nancy Dohn for speaker bio information</li> </ul>	Speakers	
<ul style="list-style-type: none"> <li>• Send monthly status report to full committee and update OPI staff</li> </ul>		

HD '99 timeline 10/98 - page 5

<b>December 1998</b>		
• Send "save the date" postcards to previous attendees	Guild	
• Enlist volunteers to: - distribute publicity materials - work on day of event - assemble packets, etc.	Guild	
• Begin publicity push before Christmas break, (first release)		
• Promo story or mention to appear in Post, Connections		
• Reminder to teachers, schools before break	Guild	
• Send monthly status report to full committee and OPI staff		

	Responsible	Status
<b>January 1999</b>		
• Begin strong publicity push after holidays, media release, PSAs, advisory, etc.	Publicity	
• Follow up teachers, schools again after return from holidays (depending on response)	Guild	
• Follow up with radio stations on PSAs (also Sun, Alligator)	Publicity	
• Promo stories to appear in HealthWise, Sun, Post, Connections	Publicity	
• Shands TV (and radio if still in place) to feature speaker promoting event	Publicity	
• Send monthly status report to full committee and OPI staff		
• Final meeting of full planning committee before event for last minute items		
<b>February 1999</b>		
• Feb. 6 - Health Discoveries '99!		
• Follow-up with thank you notes, etc. after event	Steering	
• review speaker, participant evaluations	Steering	
• self evaluation, final reports	Steering	
<b>June 1999</b>		
• Begin planning for HD 2000	Steering	