



TIMELINE

(subject to change)

Friday, July 30th	Finalize logo and supporting organization letter/fax back form
Friday, August 6th	Finalize web materials (i.e. application, FAQ's, sample bios, etc.)
Friday, August 13th	Web site to go "live" ; finalize marketing materials (flyers, other collateral???)
Monday, August 1st – 25th	"Soft" promotion (each group blast email to their networks, etc.)
Thursday, August 26th	"Official" kick off and press conference (South Steps of State Capitol)
August 26th – October 15th	Collect resumes
September (after Labor Day)	Outreach to Gubernatorial campaigns (at the meeting will ask each candidate to meet with us, if they win the election, within the two weeks following the election).
September 21st	So Cal Collaborative event to launch the project (tentative)
OCTOBER 15TH	APPLICATION PROCESS CLOSES AT 5 PM PST
October 18th – 22nd	COALITION MEETING – SACRAMENTO (exact date TBD) ; Process resumes; email applicants to verify they would still like their resumes included in the binder
October 25th – 29th	Print/collate binder
November 3rd	Send congrats letter to new Governor with a reminder about the project and future meeting.
November 4th	Email applicants with update and next steps; remind them they will have to also apply on-line through the new gov's site
November 8th - 12th	Meet with new Gov, present binders; release summary of project (i.e. number of resumes collected, light demographics, etc) at press conference prior to meeting; send thank you letters to supporting orgs, etc.; set up individual meetings with members of the transition team
December 1st	Send update to applicants; remind them they have to apply on-line
January 14, 2011	Follow up with applicants
January 2011	Coalition de-brief meeting