



**Educational Programs & Marketing Committee**  
**Monday, April 15 – Colorado Springs, CO**  
**8:30 – 10:50 a.m. (Mountain)**

**COMMITTEE PURPOSE:** The Educational Programs Committee focuses on educational and promotional outreach, including initiatives such as the 811 campaign, educational video and material development, and the promotion of CGA’s core programs.

**MEETING OBJECTIVES:**

- Review goals and objectives for 2024
- Updates from active task teams
- Discuss ideas for new task teams and member materials/toolkits

**CO-CHAIRS:**

- Tracey Bryant, CenterPoint Energy
- Rosemary Langowski, Washington Gas

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**AGENDA:**

- 1. Welcome and Introductions (Co-Chairs) – 8:30 a.m.**
  - Review Antitrust Compliance Statement
  - Committee Co-Chair Announcement
- 2. Committee Overview, Purpose and Meeting Objectives (Co-Chairs) – 8:40 a.m.**
- 3. Review 2024 Goals and Objectives (Co-Chairs) – 8:45 a.m.**
  - **Goal:** Change industry behavior and practices through the development and implementation of member and stakeholder educational content, damage prevention messaging and outreach opportunities that directly target critical challenges and top root causes.
    - **Objective:** Utilize new messaging that has been tested for specifically targeting key industry audiences with information addressing root causes.
    - **Objective:** Through educational videos and toolkit materials addressing critical challenges and top root cases, help to positively change industry behavior.

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- **Objective:** Create and distribute toolkit materials to members and external stakeholders to help publicize and distribute CGA’s online excavator education curriculum slated to launch in Q4 2024.
  - Discuss additional objectives.
- 4. State of Damage Prevention Survey (Co-Chairs, Staff) – 8:50 a.m.**
- 5. Excavator Education Curriculum Update (Erika Lee and Lisa O’Leary, CGA) – 9:05 a.m.**
- 6. Task Team Updates (Task Team Chairs) – 9:25 a.m.**
- **Pre-Roll/PSA Task Team (Megan Estes, Georgia 811) – 9:25 a.m.**
    - Working with agency partner, Ity, to develop 15-, 20- and 30-second PSAs in English and Spanish
    - Digital file types will be suitable for television, audio and various content platforms, including YouTube, X (formerly Twitter), Facebook, Instagram and TikTok
      - Updated “Day in the Dark” script personas and scenarios.
    - Proposed project timeline (subject to modifications)
  - **Influencer Task Team (Collin Miyadi, Underground Service Alert of Northern California and Nevada) – 9:35 a.m.**
    - Goal: Utilize social media influencers to impact professional excavator behavior
      - Provide tools for members and stakeholders
      - Discuss influencer campaigns for National Safe Digging Month (NSDM)
        - The Dirt Ninja, Enviro Rentals and The Little Operator
          - Review influencer content and lessons learned
          - OCSI national email campaign
          - Brainstorm ways to promote content throughout the year
      - Influencer social coverage of 2024 CGA Conference & Expo
        - 811 Rodeo Clown
        - Coffee with Jim and James
        - Official hashtags: #CGAExpo #EveryDigEveryTime
  - **Bilingual Task Team (Rosemary Langowski, Washington Gas) – 9:50 a.m.**
    - Discuss update on progress following Best Practices Committee meeting
      - Ensuring training is provided for those that do not speak English (BP 8.3)
- 7. Committee Discussion (All) – 10:00 a.m.**
- Tools and resources (most used and most requested)
  - 2024 priorities (consider committee goals and objective)
- 8. National Safe Digging Month Roundtable (All) – 10:15 a.m.**
- Toolkit overview
  - Committee members’ NSDM activities/campaigns

## Educational Programs & Marketing Committee

### 7. 2024 CGA Conference Overview (Co-Chairs, Staff) – 10:25 a.m.

- Reminders for attendees
- Today's schedule
  - **11:00 a.m. – Best Practices Live! (All attendees welcome)**
  - Noon – CGA Luncheon with Featured Speaker Shawn Lyon
    - The Journey to Yes – Navigating the Challenges of Transformative Change
  - 1:30 – 3:30 p.m. – Education Sessions
  - 3:45 p.m. – Exhibit Hall Grand Opening
  - 4:00 p.m. – 6:30 p.m. – Exhibit Hall Reception

### 8. 2024 Meeting Schedule (Co-Chairs) – 10:30 a.m.

- July 22-25: CGA Summer Committee Summit (Nashville, TN)
- October 28-30: CGA Fall Committee Summit (Hilton Lake Las Vegas Resort & Spa, Las Vegas, NV)

### 9. Review Proposed Committee Action Items and Open Discussion (Co-Chairs) – 10:35 a.m.

### 10. Meeting Adjourn (Co-Chairs) – 10:50 a.m.



## Antitrust Compliance Statement

As a general matter, the antitrust laws prohibit competitors from any agreement, formal or informal, that may restrain trade unreasonably. This includes, but is not limited to, agreements on the prices they will charge, the customers they will serve, the markets or territories in which they will compete, or refusals to deal with business partners or competitors.

CGA members and meeting participants may compete with one another. Accordingly, at all meetings or gatherings of CGA members or participants, and at meetings of the CGA board, CGA, its board, its members and its meeting participants should refresh themselves with this antitrust compliance statement and abide by all laws, including antitrust laws.

At meetings, conferences, or other gatherings of CGA members and participants, whether in-person or electronically, there should be no discussion or disclosure of information with respect to the following:

- (a) competitor prices, costs, profits, premiums, surcharges, or discounts;
- (b) allocation of customers among competitors;
- (c) allocation of geographic or product markets among competitors;
- (e) any refusal to deal with a competitor, customer or supplier;
- (f) responses to the market behavior of a competitor by a competitor, or
- (g) any other discussion that could be the basis for an agreement to restrain competition or a topic involving a potentially anticompetitive practice.

It is not only your duty to follow this policy, but also to affirmatively stop any conversations on impermissible subjects and inform CGA staff.