

**STRATEGIC COMMUNICATIONS COMMITTEE**  
**(formerly Strategic Communications and Product Innovation Oversight Committee)**

**Major Initiatives and Accomplishments for 2023**

The Strategic Communications and Product Innovation Oversight Committee convened three (3) meetings in 2023. Its major initiatives and accomplishments for the year are as follows:

- A. Discussed and endorsed to the Governing Board for approval/consideration the following:
  - 1. Revised SB Corp Awards Program
  - 2. 2023 Strategic Marketing and Communications Plan
  - 3. 2023 Marketing and Communications Plan: Updates and Steps Forward
  - 4. Awardees for the 2023 MSME Asenso Awards
  - 5. Proposed Project Details and Memorandum of Agreement (MOA) with the Department of Trade and Industry (DTI) for the Conduct of the 2023 Kapatid Mentor Micro-Enterprises Money and Market Encounter (KMME-MME) Online Program
  
- B. Discussed and noted the following:
  - 1. Report on the 2023 SB Corp Roadshow