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Office of Public Liaison Strategic Goals for 1995

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30

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2

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3

February 6, 1995

MEMORANDUM FOR EVELYN LIEBERMAN

FROM: ALEXIS HERMAN

SUBJECT: OFFICE OF PUBLIC LIAISON STRATEGIC GOALS FOR 1995

Attached are excerpts from the 1995 strategic goals plan from the Office of Public Liaison. I thought you might be interested in this information.

The first page identifies the constituency groups, as defined by OPL, that have the largest impact on election results in addition to the major "swing" constituency groups. The identification of these key groups will facilitate more effective campaigning efforts for the 1996 election. Page two is a simple graph illustrating the constituency groups we have outlined and the individuals working directly with the listed groups. The final page is a detailed chart of activities undertaken for every constituency group. Each OPL staff member will submit this chart representing each constituency with which they work affording us the ability to track the progress of every staff member and the work in progress with their group.

Hopefully, this information will be of assistance.

cc: Lorrie McHugh
Amy Wilkins