



Mapping the Route to Marketing

Marketing Committee Meeting Minutes March 18, 2017 Resurrection Lutheran Church, Monticello, MN

Call to Order – 10:30am
Minute Taker – Tevyan Sorensen
Orders of the Day – Sharon Erickson
Ice Breaker - Name, Chapter
Approval of December 10, 2016 Minutes

Voting Members: Open (1), Open (2), Anna Nichols (3), Michelle McGowan (4), Jane Holmberg (gen), Sue Lemke (gen), subcommittee chairs (below), Lisa Hahn (past chair), and Exec Council: State President, IVP, PR SPM (past & current), Newslet, Webmaster, Webmaster Asst, COB
Guests: Cat Shuman, Laura Gaylord, Cindy Umland, Jeny Ohr, Mary Hansen, Sarah Sundine, Melanie Chenowen, Sherry Boike, Jessica Schulte, Judy Herrala, Jen Kinzer
Update to minutes: Remove JoAnn Miller from members, Brochure Motion M/S
Shelli S/Sue Lemke

Subcommittees:

Statewide Buckets of Sunshine Project – Open

- Presentation of Bid for 2017-2018

Wigs for Women Jane Holmberg introduced Robin Ott President and Founder for Wigs for Women. Started in Feb 2013 \$ raised \$5000 with 1st event. Event 3rd and 4th weekend in February – Family and Friends
Donations got to wig voucher program

- 1) Looking to publicize program
- 2) Donation of wigs to help recycle to use/chapter collections or hair of 8" or longer
- 3) Fundraising / link to donate through website
- 4) Donations for annual fundraiser, raffle baskets. Promote & volunteer at fundraisers
- 5) Extend social media w/partnering

Can apply for free wigs with W4W, currently only for cancer patients
Program is based in St. Cloud, but supports women across the state
Jane Holmberg and Mary from St. Cloud chapter to chair Buckets of Sunshine
M/S/P Jane Holmberg/Michelle McGowan/Passed

Motion: I move we accept Wigs for Women as our Statewide Buckets of Sunshine Project for 2017-2018 year.

- The Firefly Sisterhood – donations from 4 Districts and 16 Chapters, amount of \$756.10.

Website Development - Daina Mirsch-Wenner (Webmaster)

- Working with State Treasurer State Store Manager to have on line state store available by Fall State, and have a table at Fall State for the Project Fair.
- Updated a few reports per FDC
 - State Delegate Reports
 - District Program Manager Report
 - Local Programming Trimester Report
- Getting the Web ReDo Team going!
Co-leads Daina M-W (Duluth) and Christine Sibilleau (Roseau); Michelle Cloutier (Burnsville); Tevyan Sorenson (Burnsville); Terri Dahlberg (Woodbury)
 - Proposed timeline
 - i. MID T3 2017- assign roles; research other websites for ideas
 - ii by END T3 2017 – develop a plan for roll-out, decide on a new look
 - iii By MID T1 2017 – have hidden site available for testing
 - iv By END T1 - finalize look & functionality
 - v By BEG T2 2017 – make new website live!

Social Media Review – Shelli Matthes

- Challenges
Discussed website Tabs,

- Publication tab, Chapter Mailings and Newslet, ad date so user will view most current
 - About Tab, could the USWT be a link to their website? Or add the logo to click on
 - Event Tab, could events that have happened be removed leaving room for current events
 - News Tab, should be about what is New and Upcoming rather than Media/Public Relations information, Rename the tab?
 - Any consideration to adding a 'Join our email list?' link?
 - Home/Landing Page is too busy and dose not grab a potential members interest. Page needs to be clean, interesting, concise with link to join the email list.
- Continue to discuss:
 - How MNWT manages to get onto peoples' main Facebook feeds?
 - How can we reach out to others along with our members?
 - Would it be better to have just one MNWT page where all updates, 'major' announcements would be sent from?
 - Do we need to consider our use of acronyms, this may confuse potential new members/public?
 - How can we encourage chapters to utilize the MNWT website?
 - Planned Solutions:
 Campaign to educate members on the use of Facebook, Twitter, Linked in, Websites, Hashtags, links and encourage sharing & retreats.
 In addition to having CONNECT event on Friday at Winter State our team is working with Katie:
 - Putting together "Tech Tips" that will be printed out on postcards and handed to members at CONNECT and be placed at table at the luncheon at convention
 - The same tips will also be shared on Facebook monthly
 - The back side of postcards will list all the MNWT email addresses for chapter reference.
 The CONNECT event was well received and attended. Definitely should consider offering it again.
 - Future Business:
 Would like to ask for your thoughts on the benefits of sending out a monthly Website/Social Media newsletter to chapters.
 - Continue discuss:
 - We would like to get the Blog going again.
 - Utilizing forums like YouTube, vlogs, pod casts, Facebook Live, blogging to move our organization forward and strengthening the MNWT brand.
 - Assembling the process to host a "Chapter Spotlight" blog on the website.
 - What are the parameters in selecting a chapter to spotlight
 - How long should the post be up?
 - Should we also poste to the Facebook page?
 - ??

Thank you to everyone for their support this year! Looking forward to building on all the exciting updates launching soon.

Branding

- No Report – open position

Promotions

- We had a great turn out for Hands on Twin Cities Volunteer Expo, it was February 18, 2017. Shelli S, Terri D, Wendy and Sharon were there for the day. We were able to give out some new brochures and had great conversation with many women. Thanks for all your help. Woodbury and Burnsville each have a prospect
- Open position

Expo Coordinator

- No Report – open position

Reports:

Public Relations (IVP Julie Hammel)

- Looking for an SPM for next year
- September 3, 2017 is Day at the Diamond

NEWSLET - Amy Pumper

- Winter State publication has been mailed out
- Election Edition is about to go to the printer
- Personals available

- Looking for SPM for next year

Old Business:

- Amanda at University of St. Thomas findings for the Online Questionnaire – After executing our research, we have concluded that the Minnesota Women of Today has an appropriate amount of demand, necessary to grow but need to expand their marketing efforts. Based on the data retrieved, they need to look at the possibility of opening university and college chapters to grow their younger demographics and individual awareness of the organization. With the growth of the organization through increasing awareness, they will achieve their goal of increasing membership rates. This will be successful as from the data, membership dues did not make a large impact on joining and there is an interest to join because individuals want to make an impact on their local communities and help others. Through the promotion of their mission, Minnesota Women of Today can utilize this information as a focus to capture interest which will lead to membership.
Their second objective to learn how to better market themselves to both nonmembers and to members will come out of the knowledge that they need to consider creating an email subscription list. By using this option, they will be able to tap into potential members who want to learn more, but feel intimidated with their current method on their website. If you would like to see it I can forward it to you.
- Handed out a few new brochures to members to look at. They will be available at state store for purchase.

New Business:

- The Marketing Chair position is open for next year, along with these sub-committee chairs; Branding, Promotions, and Expo Coordinator
- Sarah Sundine is taking the Marketing Board to revamp it, Katie will also be helping her with this project.
- March Planning 2017 Recommendations
 - Daina's recommendation to have three webinars in one night.
I move that we hold webinars one night per trimester with up to three topics for the night.
M/S/P Daina/Katie/Passed
 - Jane Hanson's recommendation to have an 'Email link', changing online 'Join us' to 'Interested'.
Gather only prospect Name, Email and Zip code (eliminate long questionnaire); forward information to local chapter(s) in prospective(s) area to follow-up and possibly create statewide email 'blasts' on a trimester basis.
I move to send this to a task force. M/S/P Terri/Cindy/Passed. Email Blast Task force: Shelli, Terri (lead) Melanie, Wendy and Jenny O.

Next Meeting: Date and time tbd

Adjourn: 11:36 am