



# Minnesota Women of Today Marketing Committee



## 2nd Trimester 2020-2021 Meeting Minutes November 21, 2020 ~ 10:30 am ~ Online

Called to Order: 10:41 AM by Chair Christine Sibilleau | Note Taker: n/a

[Orders of the Day](#)

Minutes from July 25, 2020 were approved as corrected

Quorum<sup>1</sup>: 12 of 16 present; quorum established [X ] yes [ ] no

**Voting Members:** Chair [Christine Sibilleau](#)\*, Area 1 Rep (Open), Area 2 Rep [Melanie Chenoweth](#)\*, Area 3 Rep ([Amy DeNoyer-Hickey](#)), Area 4 Rep [Amy Pumper](#)\*, Promoting MNWT Subcommittee Chair (Open), Statewide BOS Project Subcommittee Chair [Jeny Ohr](#)\*, Webmaster [Daina Mirsch-Wenner](#)\*, Web Assistant [Julie Hammel](#), Past Chair [Daina Mirsch-Wenner](#); State President [Ileana Mille](#)\*, COB [Cathy Shuman](#)\*, Secretary [Barb Monsrud](#), Executive Director [Katie Castro](#)\*, PR Assistant [Jeny Ohr](#), NEWSLET Editor [Jessica Schultz](#)\*; *Up to four (4) General Members:* Expo Lead [Wendy Homyak](#)\*, General Member [Deb Froemming](#)\*; General Member [Cathy Snyder](#); General Member (Open)

**Non-Voting Guests\*:** Jen Kinzer, Michelle Cloutier, Tevyan Sorensen, Michelle McGowan, Sharon Erickson, Anne Marie Sathoff, Shirley Viesselman, Sally Koltes, Michelle Kocak Jones, Colleen Todd, Mary Hanson, Jenise Teske, Shellie Matthes \*present

## Subcommittee Reports

### Promoting MNWT (**Open**) / [mktg-promotions@mnwt.org](mailto:mktg-promotions@mnwt.org)

- Members: NEWSLET Editor [Jessica Schultz](#), PR Assistant [Jeny Ohr](#), Expo Lead [Wendy Homyak](#)
- [Great Nonprofits \(Katie C/Shellie M\)](#)
  - Eden Prairie is the official MNWT site and a link to GNP is on the state website; add your story
  - All chapters have been cleaned up to match actual chapters, info to come for chapters to connect or setup their page
  - We got top-rated non-profit badge
- [Non-Member Webinars / Videos / Podcasts \(Jessica S\)](#)
  - Members: [Daina M-W](#), [Melanie C](#); [Shellie M](#); [Jeny O](#)
  - Videos are being developed by Jessica to highlight Women of Today, ex. State clothing store, Give to the Max, Foundation sustaining memberships. Jessica is willing to develop 20-30 second videos for any areas (suggested Priority Area).
  - Shellie is working on podcasts
  - Committee is working on some 30 second video “commercials” to run during virtual Winter State convention (between events, at breaks)
- Increasing Membership<sup>2</sup> ([Daina M-W](#) & Heidi W)
  - No action - tabling to Strategic Plan
- Posting of Chapter Events (**Open**)
  - Members: [Jeny O](#), [Barb M](#), [Jessica S](#)

<sup>1</sup> 1/3 of the committee needs to be present to establish a quorum

<sup>2</sup> March Planning 2019 Recommendation: MMC & Marketing work together to develop ideas to increase membership

- No action - tabling to Strategic Plan
- **2020-2030 MNWT Strategic Plan Items / Strategic Plan**
  - Work on state-based steps first, then chapter-based steps
  - Use 1999 plan to develop a new plan for promoting marketing
    - Daina is working on 2020-2021 Marketing Study Draft
  - Looking for another person with marketing background to help out with reviewing these items
  - **Goal 5 - Develop Statewide MNWT Branding (Daina M-W)**
    - Create and approve a Women of Today Brand
    - Create and Implement a plan for chapters to use this new Brand
    - Examine our current MNWT logo and create a timeline to update the logo - Daina designed a variety of logos to get members thinking about possibilities for branding. Lots of suggestions to tweak some of the examples. Let Daina know if you are interested in working on logos
  - **Goal 6 - Streamline MNWT Marketing (Daina M-W)**
    - Create a list of Marketing Strategies for Chapters
      - Develop a new chapter-friendly Marketing Strategy each year
      - Train chapters/members to use Marketing effectively
      - Create and/or update a PR Kit for member use (Katie/Jen): go to <http://www.mnwt.org/fellowship/news.php>
      - Festivals around the State created to help chapters to run a booth at a local festival/expo, and to locate them as well (currently available to chapters, not yet received much promotion)
    - Develop a MNWT App (Jeny/Jessica)
      - Do a survey for features; could appeal to both members and non-members
    - Implement the MNWT Publications Standardizations:
      - “Implement Publication Standardization for the MNWT” has already been completed last year for printed items, and are being utilized by state staff this year. See MNWT Publications Standardizations.
    - Create a Marketing Plan for the next 5+ years
  - **Public Relations (Jeny O/Katie C) / pr@mnwt.org**
    - Jeny will work with Katie on Winter State 2021 Press Releases
    - Make sure to check our MNWT blogs - informative ones written by the State Program Managers about their area
    - Send email to [pr@mnwt.org](mailto:pr@mnwt.org) if your chapter has done a fun social or community service event, would like to feature more chapters this trimester
  - **NEWSLET (Jessica S/Barb M) / newsletter@mnwt.org**
    - Post-Winter state issue progress - needs articles (April release)
    - Evaluating NEWSLET Taskforce<sup>3</sup> (Christine S)
      - Members: Amy P, Jessica, Anna N

<sup>3</sup> March Planning 2018 Recommendation: Non-paper NEWSLET  
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- Expo Coordinator ([Wendy H](#)) / [mktg-expo@mnwt.org](mailto:mktg-expo@mnwt.org)
  - Lowering the Vendor Cost ([Cat S/Katie C](#))
  - Tabled until in-person events are resumed



## Statewide Buckets of Sunshine Project ([Jeny O](#)) / [mktg-statewideproject@mnwt.org](mailto:mktg-statewideproject@mnwt.org)

- [MNWT Priority Area](#) is the 2020-2021 Statewide BOS Project
  - SPM Jennifer Auger is promoting sticker collection
  - Thank you to all the members and chapters who are collecting for Wishes and More
- Promote [USWT Buckets Of Sunshine Participation](#) form for chapters to complete by 04/30/2021; it now goes to [mktg-statewideproject@mnwt.org](mailto:mktg-statewideproject@mnwt.org) and [marketing@mnwt.org](mailto:marketing@mnwt.org) if completed by a MNWT chapter - should also go to [vpv@mnwt.org](mailto:vpv@mnwt.org) to report to USWT

## Web Development ([Daina M-W](#))

- [Digi-Sense: How-Tos for Electronic Communications](#)<sup>4</sup> ([Jessica S](#))
  - Members: [Cat S](#), [Katie C](#), [Daina M-W](#)
  - Publish in Chapter Mailings (ideas: hashtags, social media tips, QR codes, using chapter newsletters for marketing)
- Website Stats are on the [Web Team webpage](#)
- **Email Blast Taskforce using MailChimp ([Christine S](#))**
  - Members: [Daina M-W](#), [Anna Nichols](#), [Cat S](#), [Katie C](#), [Melanie C](#), [Jeny O](#)
  - Working on a manual for Mail Chimp/Marketing eblast program

## [Social Media Team \(\[Jeny O\]\(#\)\) / \[mktg-socialmedia@mnwt.org\]\(mailto:mktg-socialmedia@mnwt.org\)](#)

- Members: [Jessica S](#), [Tevyan S](#)
- [Social Media Platforms](#)
  - Blog (for news stories about chapters, leaders, etc.)
  - Facebook (for Exec Council & Events)
  - Focuses for this year:
    - Twitter (for District Directors)
    - [Pinterest ideas \(\[Tevyan S\]\(#\)\)](#)
    - YouTube (for Convention Presentations) (Shanna P, Jessica S, Jeny O, Melanie C, Shellie M) -
    - LinkedIn (for professional networking)
- Use hashtags! #mnwt #mnwtannual, #mnwtannual2020, etc.
  - virtual meeting hashtags: #mnwtstillsocial #mnwtfellowshipatadistance

## Web Team ([Daina M-W](#))

- Members: Webmaster [Daina Mirsch-Wenner](#), Web Assistant [Julie Hammel](#), Web Helper [Christine Sibilleau](#), Web Techs [Shellie Matthes](#) and [Jeny Ohr](#), Executive Director [Katie Castro](#)
  - Boosting items on member home page, looking for content to keep new and fresh
  - EmailMeForm.com [Forms 2 Online Progress](#) was sent via email to the committee as an update
  - **March Planning Recommendation 2020: Current Email System Review** - this is in process

<sup>4</sup> Intention was to consistently include tech tips in the CMH

## Other Ongoing Business

- none

## New Business

- Shared mockups for [MNWT Virtual Backgrounds](#) to use in Zoom meetings - links will be posted on website when ready, with instructions for loading; must have Window 10 OS to use. Christine designed some backgrounds for zoom meetings and could create some more to go with tagline “service, growth, fellowship”. Will also look into “filters” to see how those would work.
- Development of an “Inclusion Statement” for MNWT was brought up - this would not be part of Marketing Committee



Next Meeting: March 20, 2021 / place to be scheduled:

[https://docs.google.com/document/d/1lfFMAS5FkL24GUC5y1fHPcyyYiX1\\_4827rgXU2ZHYU8/edit?usp=sharing](https://docs.google.com/document/d/1lfFMAS5FkL24GUC5y1fHPcyyYiX1_4827rgXU2ZHYU8/edit?usp=sharing)

Adjourn: 12:33 PM