

Marketing Committee Meeting

January 18, 2016 10:00 a.m. – 10:45 a.m.

Minutes

Present: Anabella, Melonie, Jane, Anna

Minutes of the last meeting were approved as distributed.

Website

Anna reported that planning is going forward with Westminster College to develop a marketing plan and review the website. Janine and David had a meeting with the Westminster faculty member on Saturday.

Marketing for February, weekends

Local faculty have sent some direct emails and have said they are members of some groups (like Division 39). We discussed how to use these to expand the list to promote the weekend conferences and other IPI events. Discussed how to use these contacts. Anna explained that we can't add email addresses to the Constant Contact list without permission. So we agreed that Anna will send a February weekend announcement directly to the email addresses we have received, asking them if they would like to be added to our constant contact list. Anna will also send the February weekend announcement to all faculty, asking them to share it with any groups or lists to which they belong. Anna reported that she has not had time to work on a video ad for the weekend. Melonie volunteered to work on the ad if she has time.

Discussion of committee role

The committee has turned its attention to expanding the list of contacts for outreach, while waiting to see the outcome of the website collaboration with Westminster College. There was discussion of what the committee's role would be regarding the website now that Westminster is involved, and what the focus of the committee should be. We are working on how to market using what we have, including social media.

Melonie suggested we should be involving all of the faculty in promoting IPI.

Anabella suggested finding another faculty member to join the committee, especially someone with experience in social media.

Melonie questioned whether there would be need for this committee in the future. Anabella agreed that the committee needs clarification of its role, and whether it will be working with Westminster on the website project. Anna will be meeting with Janine and will pass on the committee's concern about its role as well as ask for an update on the collaboration with Westminster. If the task is just to expand outreach, should the committee continue?

Ebooks website

Melonie explained that the Ebook website is funded by Jason Aronson and he has been making the decisions about that site and directing Melonie's work on it.

Next Meeting is February 22, 10:00 a.m. – 10:45 a.m.

Respectfully submitted,
Anna Innes, Administrator