

Outreach and Marketing Committee 3-27-2015

Participants:

Annabella, Charles (until 11:30), Jane, Marien, Melonie Absent; Anna

Charles leave at 11:30

Marien: running focus group on marketing—will get some ideas
Survey on website consistent with what we feel

Survey: statistically students who come to IPI through word of mouth, not because of the website or any social media.

How to strengthen the word of mouth.

Question of which disciplines are we not reaching—preponderance of social workers and psychologists, not psychiatrists and counselors

In Panama you have to be psychologist or psychiatrist to practice therapy.

Annabella—wants to move faster with the website.

Wants to make changes in actual website, not just our versión.

Annabella wrote to Janine about the logo—hasn't received a response.

Where and how are we going to use the logo?

It should go in new brochures.

Logo sent out to faculty members so they can use it.

Send logo again to Janine for approval.

Annabella—will talk about it in SC

Address communications re this in the Retreat.

Melonie: In order to make those changes we need picture for every training program, and Melonie needs to sit with program heads to see what they want on the site. She will do that at April weekend.

Melonie needs confirmation that IPI will pay for the changes, when decisions are finalized.

M put new logo in some ads on the free book site, and today's master speaker sesión.

Attended Jill's focus group on tech—IPI wants to get away from print material and use more online material.

Who has final sign off on the logo.

Melonie will send it back to Janine.

Jane—who and what is central website clearing house—communications regarding this within IPI are unclear—no communication between committees or clear protocols for implementing any changes.

Melanie only one who can actually implement

**Melanie was told that all committees will have meetings at the retreat.
Annabella won't be there.**

We will reconvene on May 8th. 11:15-12.

<http://ffdstaging.com/theipi/> (our website work in progress)