

Marketing Committee 2/22/16

Present: Anna, Anabella, Melonie, Charles, (Janine joined for about 10 minutes)

Anabella brought up our concerns about our function with Janine. Janine's response by email: Marketing and web design students analyzing website and sending out survey. Will also work together at the March weekend. In the meantime our committee will focus more on outreach. At this point Janine called into the conference.

Janine: We very much still want the marketing and outreach committee. The Westminster faculty/students are studying our website and helping design a plan for how to better use our website and social media. Janine has been meeting with them weekly. When they have a more finalized plan, they will present to this committee. These graduate students are currently working in their field, so it is more of an executive MBA program and they have real world experience. They did research on competitors and sent out the recent marketing survey to help come up with their ideas. Roo Wood (sp?) will also be doing some interviews and filming at the March conference. They are also looking at digitalizing our archives for possibly posting on the site or developing an educational program that we can charge for. The Westminster group is providing this service for free.

Charles brought up having members of the Westminster team attending some of the conference and preferably part of the small group to get a sense for what IPI is. Janine said that is part of the plan currently.

Charles offered to send his few minute prototype video. Janine asked that the videos

be sent to her as a liaison to the Westminster team. Anabella will send the videos from Panama.

At this point Janine left the conference.

Was the February weekend video ever publicized? No, Melonie sent it to Janine for approval before the weekend and we never heard back to get approval to publish. Maybe she got too busy getting ready for the conference. Anabella will check with Janine to get the feedback, so we will know how to proceed in the future.

Charles asked Anna how many attended last conference. Anna said 20 weekend only people were added, 85 total people attended the conference which is a large turnout for us. 13 guest presenters because it was an International Group. Salt Lake will be a big conference as well, 20 weekend only people already signed up. Anna will look at the evaluation forms to find out how they are hearing about IPI, and report back to the committee at the next meeting. Then we will be able to better target our outreach.

Melonie suggests we give the faculty and members a heads up that the Westminster team will attend the March conference. Anna will discuss this with Janine at their weekly meeting tomorrow morning. Charles thinks we can also use that message to try to get more members to participate in the social media outreach. Maybe we could get some video/image of a small group in March so that we can use the images for marketing our small group that is the real difference and an essential part of IPI which gives us our advantage.

Regarding outreach we should continue to ask our members to forward our current marketing ideas. About 9 faculty members responded originally with ideas of lists. We

should contact them again and re-ask them to forward our information. Anna will update the email and resend it to the members.

A physical mailing was sent out in the Salt Lake area for the Mary Target conference. Anabella said there is a site maybe paperlesspost.com? It will send out e-invitations for free up to a certain number. Anna will look into it.

How can we utilize the blog more? Anabella suggested we ask the faculty to contribute to the blog. Assign each faculty member a month where they will contribute a couple paragraphs by email to Melonie for posting to the blog. Everyone agrees this is a good idea. Melonie will email the group with some blog topic ideas and guidelines.

Next Meeting will be March 21st 10:00-10:45 AM EST.