

USGBCNF Communications Committee



MINUTES

OCTOBER 4, 2011

MEETING CALLED BY	Emily Crews, Chair
TYPE OF MEETING	Monthly Committee Meeting
FACILITATOR	Emily Crews
NOTE TAKER	Emily Crews
TIMEKEEPER	Emily Crews
ATTENDEES AT THIS MEETING	Emily Crews, Gurpreet Misra (phone) Tom Gentry (phone), Randi Lasley (phone)

[13 MINUTES]

“[MAINTAIN USGBC NORTH FLORIDA WEBSITE. KEEP IT CURRENT WITH NEWS, EVENTS AND EDUCATIONAL INFORMATION AND CREATE AND MAINTAIN MEMBER DIRECTORY/ WEBSITE CHANGES AND MEMBERSHIP DIRECTORY]”

[TOM GENTRY]

DISCUSSION AND TASKS	<ol style="list-style-type: none"> It was decided that we need to move from Memberclicks to another service. We've had numerous problems and we feel that we just need to bite the bullet and find a more user friendly service that more people would be able to use and update. Wild Apricot is the most well-known competitor of Memberclicks. Tom will look into that and possible other solutions. Tom will get us the feedback he's able to get and give us contact information. This will be an opportunity to revise the home page and additional pages to incorporate some of the changes the board has requested previously. Stellar recently interviewed several web design firms. Randi sent Emily list of two. Emily added YouTube icon to home page. New email template. Will postpone until change in web service provider. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<p>Google Analytics Sept 3– Oct 3 data: 401 visits; 1,410 Page Views; 3.52 Pages per visit; Avg. Time on Site: 3:22; 58.35% New Visits.</p> <p>We're back! The number of visits increased by 308 (77%) and page views increased by 1,025 (73%). The pages per visit decreased by .64 or 15.5%. Avg. time on site decreased by 21.3% and new visits decreased from 67.79% to 58.35%.</p> <p>Memberclicks September data: Total recipients: between 1073 – 1081; opens: between 166-254 weekly; bounces: 42-72; unsubscribes: 5. Sent out 4 weekly emails through Memberclicks; 1 CE Day; 1 SRC Urgent; 1 Special Invitation to MSL & VS; 1 Tech Program; and 2 Members Only (Let's Celebrate SRC and Immediate Opportunity HPS).</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[NONE]

“DISTRIBUTE MARKETING MATERIALS/ CREATE SILENT POWERPOINT FOR MSL”

NIHAL HADDAD ALWAKEEL (ABSENT)

DISCUSSION AND TASKS	<ol style="list-style-type: none"> Awards Program. Scheduled for November 10th. Ellen Reed is heading up. Nihal has reached out to Ellen. New sponsor board. Will re-do sponsor board once we have a final list from Kim Jowers. Hoping to get Haskell as an Annual Sponsor. AIM Reprographics has agreed to produce for free if they can get credit on the poster board. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

[15 MINUTES]

“COMMUNITY EVENTS – 4 PER YEAR”

GURPREET MISRA

DISCUSSION AND TASKS	<ol style="list-style-type: none"> 1. AIA Tradeshow Oct 12 - waiting on information on fee. Emily sent Gurpreet AnneMarie's contact information. Post Meeting: We will be getting discounted rate of \$50 and Gurpreet will exhibit. Emily bought tablecloth for table and will get drawing gift (~\$25). 2. November 12 - Midtown Family Art Fest/Salute to the Troops, 10 AM to 5 PM – Free Confirmed. Will need volunteers. 3. Garbage on the Green at UNF on October 26 – Gurpreet will contact them and find out what their expectations are – this is a free event for us to exhibit. 4. Art Walk - waiting on information when is 'Art Goes Green.' 5. Sept. 15th Environmental Expo by Citi. Gurpreet attended. Citi is a National USGBC Member. A lot of people came by the booth. Sarah has list – will need to send to Citi as well so they can encourage their employees to educate themselves on sustainability; not very many interested in local chapter membership. 6. We need to design USGBCNF t-shirts and maybe some pens etc to give away to entice volunteers. Maybe a printing business can donate, or give heavy discount. 		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	1. Gurpreet will search for more free events and also will try to find any pertinent professional trade show in line with USGBCNF goal and mission.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
See comments in bold.			

[NONE]

“SOCIAL MEDIA”

INKA FINLEY (ABSENT)

DISCUSSION AND TASKS	<ol style="list-style-type: none"> 1. Regular posting to LinkedIn, Facebook, Twitter, and Blog. Inka has set up a spreadsheet to try to get a handle on our metrics. Hasn't compiled since last month. 2. Follow us on Twitter at each luncheon. Coupon to receive 3. Green tip of the week. 4. Twitter followers need to see us as a news source. 5. Need input from Board and Committees for Blog and Twitter content. Sarah promised she will tweet. Posting on Twitter and FB as much as possibly about events, etc. Need to post more. 		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	Inka has created metrics spreadsheet – Articles published, media notices published, number of social media posts, Google Alerts, etc. 47 followers on Twitter 136 fans on Facebook. NEED UPDATE		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
See comments in bold.			

“PR – PRINT AND TV/RADIO MEDIA”

RENEE BRUST (ABSENT)

DISCUSSION AND TASKS	<ol style="list-style-type: none"> 1. Renee and Emily will create list of priorities for events to promote. For the moment, Master Speakers luncheons and the Awards Gala are top priorities. 2. Need to add to our media list. 3. Need volunteers to help on PR committee. 		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	Renee to create metrics.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
See comments in bold.			

Regular Monthly Administrative/Housekeeping Items

NEEDS/EXPECTATIONS FROM OTHER COMMITTEES, TEAMS, ED, SC, &/OR BOARD	<p>All: Keep your committee's webpage up to date. Create flyers for events and forward to Emily and Nihal for review and edit. Send info for weekly announcements/blog/Twitter. Need commitment from Board, Steering Committee and other members to post on social media sites. Tom Goldsbury: Need check for AIA Jacksonville for \$50. Need volunteers for Garbage on the Green.</p>
ACCOMPLISHMENTS WITHIN LAST TWO MONTHS ALONG WITH UPDATE ON	<p>Continued sending weekly announcements. Silent PowerPoint for luncheon. Posted events to LinkedIn, Facebook and other media outlets.</p>

