

# USGBCNF Marketing, Advertising & Communications



## MINUTES

DECEMBER, 2010

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	No meeting held. Notes reflect updates received from Marketing Materials Team Leader and Chair's knowledge of completed or projected activities.

**USGBCNF Vision:** Create a sustainable community in North Florida inspired by green building within a generation

**USGBCNF Mission:** Promote sustainable development and green building in N FL through open, collaborative education and leadership

**USGBCNF Hedgehog:**

- USGBCNF is deeply passionate about: Sustainable Buildings and Communities
- USGBCNF can be best in region at: Green Building Education
- USGBCNF's resource engine is: Members, Volunteers, Community, Supporters and Green Buildings

**USGBCNF 2010-2011 Chapter Goals:** *How is your Committee/Team specifically contributing to these goals each month?*

- Advance Community Outreach: 100 presentations throughout the region
- Enhance Signature Events: All committees and chapter will support the following events to achieve target attendee numbers:
  - MASTER SPEAKER SERIES - 60 attendees (average)
  - GREEN RUN - 300 attendees
  - AWARDS GALA - 200 attendees
- Improve Communication
  - INTERNAL – comply 100% with monthly reporting requirements
  - EXTERNAL – send 100 news releases on completed activities
- Increase Membership - Grow by 10% overall but each Committee is challenged to bring in at least 23 new members
- Increase Revenue -- Develop and operate within a balanced budget

**“[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]”**

**[NO UPDATE FROM TOM GENTRY]**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>At the SC Retreat, we discussed adding more people photos to the website to have more of a community feel instead of just buildings. Emily and Tom discussed how best to incorporate these changes                     <ol style="list-style-type: none"> <li>Intersperse committee photos (posed and in action) in the LEED project loop on the home page.</li> <li>Rotating loop with sponsors on home page (to better manage page real estate).</li> <li>New articles from blog will be featured on home page.</li> </ol> </li> <li>Tom will add <b>“Request a Speaker/Expert” button on the homepage.</b></li> <li><b>Need to incorporate region map somewhere on homepage.</b></li> </ol>	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<p>Metrics for the website include Google Analytics – bounce rate, new visits, pages per visit, etc.  <b>December data:</b> 239 Visits; 1,382 Page Views; 5.78 Pages per Visit; Avg. Time on Site: 4:20 Minutes; 58.5% New Visits</p> <p>As expected, due to vacations and holidays, page visits and page views were down from November's results, 49% and 68%, respectively. However, pages viewed per visit increased from 4 to 5.78; avg. time on site increased from 3:50 minutes to 4:20 minutes; and new visits went from 52% to 58.5%.</p> <p>Metrics for weekly emails can be obtained through contact report on Memberclicks.  <b>December data:</b> Total recipients: 1080, opens: between 180-215 weekly; bounces: between 24 and 82; unsubscribes: 1 for entire month; user does not receive mass email: 29.</p> <p>Increased total recipients in December by 27. Number of opens holding steady. Bounces more than usual due to last two weeks of the month – more than normal out-of-office replies. Only one unsubscribe for the month of December.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

See comments in bold.		

**“DISTRIBUTE MARKETING MATERIALS/  
CREATE SILENT POWERPOINT FOR MSL”**

**KIM JOWERS**

<b>DISCUSSION AND TASKS</b>	<ol style="list-style-type: none"> <li><b>Sarah will design a suitable generic card that can be printed on cardstock</b> for everyone to use. Sarah will buy cardstock to pass out.</li> <li>Nihal sent the two Green Run logos to the Green Run Committee. Waiting to hear back.</li> <li>Nihal has not heard from Awards Committee for a long time about what they will need.</li> <li>Received poster holder. Inka printed the sponsor poster in color and we used at December luncheon.</li> <li>EP wants to do a special campaign for their Green Carpet monthly movie night at Five Points. <b>EP should get with Kim Jowers on their needs.</b> Emily and Kim talked with Aaron by phone. Nihal is working on a graphic. Waiting to hear more from Aaron.</li> <li>Membership wants to do brochures for the different levels of membership – <b>we will just need content.</b></li> </ol>	
<b>STATUS OF METRICS OF SUCCESS FOR THIS GOAL</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
See comments in bold.		

**“COMMUNITY EVENTS – 4 PER YEAR”**

**NO UPDATE FROM GURPREET MISRA**

<b>DISCUSSION AND TASKS</b>	<ol style="list-style-type: none"> <li>Exhibited at the Jacksonville Business Expo December 7th. Gurpreet's comments were “The expo yesterday was not what we had expected. The traffic was too slow, I was disappointed and so was Sumner. We have three parties that might sign up for membership. Keeping my fingers crossed! The wireless didn't work at our table.” <b>She will send final report soon.</b></li> <li><b>Gurpreet will follow up with Membership to see if anyone of the attendees signed up as new members.</b></li> <li>Gurpreet and Emily created one-page “how to become LEED GA/LEED AP +” using info from GBCI.</li> <li>Gurpreet sent Emily email addresses from those signing up for weekly announcements at previous events.</li> </ol>	
<b>STATUS OF METRICS OF SUCCESS FOR THIS GOAL</b>	<p>For Events, need approximate number of attendees, number of new sign-ups to receive weekly announcement, new members, pros/cons, what we can do to improve results (other metrics?)</p> <p>20 new signups for weekly announcements! (from AIA Jax and Jax Bus. Expo)</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
See comments in bold.		

**“PR – PRESS RELEASES/SOCIAL MEDIA”**

**NO UPDATE FROM INKA FINLEY**

<b>DISCUSSION AND TASKS</b>	<ol style="list-style-type: none"> <li>Sarah believes we would benefit greatly from a very strong media list. <b>Mayor's office has a good list too that Sarah will grab. USGBC National has a large database they believe they could cull down to our 11-county area and send to us.</b></li> <li>The chapter needs to start thinking differently – instead of focusing on events, we can focus on education. Position the chapter as local expert for the media.</li> <li>Regular posting to LinkedIn, Facebook, Blog.</li> <li>Media notices have been going out for events when we have enough notice.</li> <li><b>Need input from Board and Committees for Blog content.</b></li> </ol>	
<b>STATUS OF METRICS OF SUCCESS FOR THIS GOAL</b>	Inka will create metrics – Articles published, media notices published, number of social media posts, Google Alerts, etc.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
See comments in bold.		

**Regular Monthly Administrative/Housekeeping Items**

<b>NEEDS/EXPECTATIONS FROM OTHER COMMITTEES,</b>	All: Keep your committee's webpage up to date. Create flyers for events and forward to Emily and Kim for review and edit.
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