

# USGBCNF Marketing, Advertising & Communications



NORTH FLORIDA

## MINUTES

JANUARY 25, 2011

10:30 AM

TLC JACKSONVILLE OFFICES

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, Kim Jowers, Tom Gentry, Inka Finley, Sarah Boren, Nihal Alwakeel (Telephone)

**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:
  - o MASTER SPEAKER SERIES - 60 attendees (average)
  - o GREEN RUN - 300 attendees
  - o AWARDS GALA - 200 attendees
- Improve Communication
  - o INTERNAL – comply 100% with monthly reporting requirements
  - o 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]”**

[30 MINUTES  
CROSSED OVER WITH PR]

[TOM GENTRY]

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>1. Need to incorporate website changes. Tom is maxed out at work right now, so will try to work on one thing at a time. Will hopefully accomplish at least one task per month.                     <ol style="list-style-type: none"> <li>a. <b>Intersperse committee photos (posed and in action) in the LEED project loop on the home page.</b></li> <li>b. <b>Rotating loop with sponsors on home page</b> (to better manage page real estate).</li> <li>c. <b>New articles from blog will be featured on home page?</b> We discussed whether people will go to the blog on their own. Could we send the blog to email subscribers? No, Memberclicks isn't set up like that. Sarah would like to see it in our weekly announcements. A link to blog articles using headlines. We want to direct traffic to our social sites. We'll create Facebook, Twitter, LinkedIn and Blog icons with links for signatures for all chairs and to incorporate in weekly emails. Discussed doing a separate email for blog content / resources / poll question at bottom? Need champion for doing this. In the meantime, Emily will try to reduce the size of announcements (limiting to next two-three upcoming events and reducing amount of text on each and incorporating news bites and resources as appropriate.</li> <li>d. <b>“Request a Speaker/Expert” button on the homepage.</b></li> <li>e. <b>Need to incorporate region map somewhere on homepage.</b></li> </ol> </li> <li>2. Discussed adding LEED APs to Memberclicks basic contact list. Tom can do it on the weekend. <b>Sarah will get export file from Tom and sort it so he can re-import it.</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>January data:</b> 434 Visits; 2,173 Page Views; 5.78 Pages per Visit; Avg. Time on Site: 5:28 Minutes; 56.45% New Visits</p> <p>Everyone must be back from Christmas vacation. Page visits increased by 195 last month, or approximately 45%. Page Views increased by 791 or approximately 36%. Pages per visit decreased slightly (13%). Avg. time on site increased from 4:20 minutes to 5:28 minutes; and new visits declined slightly from 58.5% to 56.45%.</p>

	<p>Metrics for weekly emails can be obtained through contact report on Memberclicks.  <b>January data:</b> Total recipients: 1107, opens: 328 weekly; bounces: 36; unsubscribes: 0; user does not receive mass email: 42. For members-only emails: 211 recipients; 45-75 opens; 5 bounces; 1 unsubscribe.</p> <p>Increased total recipients in January by 27. Number of opens increased substantially from a high of 215 in December to 328 in January. Only one unsubscribe for the month of January.</p>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[20 MINUTES] **"DISTRIBUTE MARKETING MATERIALS/ CREATE SILENT POWERPOINT FOR MSL"** **KIM JOWERS**

DISCUSSION AND TASKS	<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. Goal to pass out at next committee meeting.</li> <li>Membership wants to do brochures for the different levels of membership – <b>we will just need content</b>. Sarah said they are talking about doing a generic brochure for chapter, some from membership, non-profit initiatives, green schools, etc.</li> </ol>
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[20 MINUTES] **"COMMUNITY EVENTS – 4 PER YEAR"** **GURPREET MISRA (SENT INFO AHEAD OF MEETING)**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>May Art Walk – Art Goes Green.</li> </ol>
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<p>Numbers from Jacksonville Business Expo</p> <ol style="list-style-type: none"> <li>Many were eager to know how to become LEED GA/LEED AP + LEED GA/LEED AP fliers were on the table. Out of 10, 3 were picked up.</li> <li>Many wanted to know the benefits of becoming member. Benefit sheets - 5 out of 20 were picked up.</li> <li>Visitors picked up literature <ul style="list-style-type: none"> <li>We Can Help You Grow Greener 3 (out of 76)</li> <li>LEED AP BD+C 0 (out of 93)</li> <li>LEED Green Associate 3 (out of 95)</li> <li>LEED AP O+M 3 (out of 98)</li> <li>LEED For Your School 3 (out of 46)</li> <li>You Can Be A Green Leader 1 (out of 96)</li> <li>You SGBC 7 (out of 38)</li> </ul> </li> <li>I checked with Beth, no membership came out of this event. She recommends we <b>assign a person who could follow up with the attendees</b>, who stopped by (names are generally taken on sign in sheet) and encourage them to sign up. Once they are out of the situation, they need to be reminded.</li> <li>The traffic was way too slow, and this was felt by all participants. In future, Gurpreet would recommend we keep our goal to attend only professional trade shows if we have to pay.</li> <li>We will participate in Art Walk downtown in May and there is no fee involved.</li> <li>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.</li> </ol>

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
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[20 MINUTES] **"PR – PRESS RELEASES/SOCIAL MEDIA"** **NO UPDATE FROM INKA FINLEY**

DISCUSSION AND TASKS	<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 that Sarah will grab.</b></li> </ol>
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