

# USGBCNF Marketing, Advertising & Communications



## MINUTES

JUNE 3, 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	No meeting this month, but updates were given to chair to update 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]”**

[TOM GENTRY]

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>1. Need to incorporate website changes. <b>Preliminary homepage redesign efforts will start in July. Tom will incorporate the outstanding items at the same time.</b> <ol style="list-style-type: none"> <li>a. Rotating loop with sponsors on home page (to better manage page real estate).</li> <li>b. “Request a Speaker/Expert” button on the homepage. <b>Tom will just need to add button and have it connect to an email (Sarah Boren and Ellen Reed) with the subject line “requesting a speaker/expert.”</b></li> <li>c. <b>Note from Sarah: Put special visible button on homepage that takes people to SRC blog (<a href="http://www.srcnf.org">www.srcnf.org</a>), specific Chapter webpage with pictures, downloadables, and a place to donate? Not sure how to not duplicate efforts between blog and website.</b></li> </ol> </li> <li>2. Need to incorporate region map somewhere on homepage. Nihal created a watermark graphic for the background behind mission and vision; <b>Tom can place it there.</b></li> <li>3. Adding LEED APs to Memberclicks basic contact list.</li> <li>4. Change “schools &amp; government” to “blog” and change “commercial” to “upcoming events”.</li> <li>5. Tom needs to know the status of the Webpage redesign effort. Are we getting UNF students? It’s in Ellen’s court, she has sent an email to UNF. <b>Sarah believes the timing might be right to get a new class involved.</b></li> <li>6. Our Memberclicks tier package limits us to 900 basic contacts. We went over that limit last week, and they shutdown most of the functionality of the site until we got right. One thing he did was to go through and delete contacts that we have received bounce back emails from when we send out weekly emails. That has brought us down to 873, but we expect we will keep bumping into this ceiling so we need to check the bounce emails more often. <b>Sarah will get the limits increased. Learned that limit is not just on number of recipients, but total number of emails sent out each month.</b></li> <li>7. Nominations/Elections set. Tom will be out of the country, but has instructed Sarah on the process for final elections.</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>May data:</b> 564 Visits; 1,961 Page Views; 3.48 Pages per visit; Avg. Time on Site: 3:26 Minutes; 40.07%</p>

	<p>New Visits</p> <p>Big jump this month. The number of visits increased by 220 (39%) and pages per view increased by 433 (22%). The page views decreased by .96, or approximately 21%. Avg. time on site increased very slightly from 3:19 minutes to 3:26 minutes (2%); and new visits decreased from 51.74%, to 40.07% or approximately 23%.</p> <p>Metrics for weekly emails can be obtained through contact report on Memberclicks.  <b>May data:</b> Total recipients: between 1003-1110, opens: between 140-198 weekly; bounces: 35-71; unsubscribes: 9. Sent out 11 emails through Memberclicks from 4/26 – 5/24.</p>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[10 MINUTES]

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

**KIM JOWERS**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>Membership wants to do brochures for the different levels of membership. Sarah suggested all information is on the Membership website. We just need a one page tri-fold with membership, mission, vision, flashy/pretty. Kim has provided content and basic layout and has asked for Nihal’s graphic support for design. <b>Membership has taken this task over.</b></li> <li>Awards Program. Shooting for September. Any update?</li> <li>Julie Hargrove has asked Nihal to make the Green Run logo less blocky on the shirts. Done.</li> </ol>		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL			
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE
See comments in bold.			

[15 MINUTES]

**“COMMUNITY EVENTS – 4 PER YEAR”**

**GURPREET MISRA**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>May Art Walk – Art Goes Green. May 4<sup>th</sup>. <b>Gurpreet will send report on event.</b></li> <li><b>2011-12 Calendar of Events will be prepared before July.</b></li> <li>Riverside Arts Market – <b>will look into it this week.</b></li> <li>We need to design USGBCNF t-shirts and maybe some pens etc to give away to entice volunteers for next year. Maybe a printing business can donate, or give heavy discount.</li> </ol> <p><b><u>2010-11 Re-Cap</u></b></p> <p>Events that we didn’t attend but were invited:</p> <ol style="list-style-type: none"> <li>St Johns River Summit - Sept 15-16 2010 - we were late in registering, this year we will be on time</li> <li>Flagler Green Expo - Oct 9-10 2010</li> <li>Riverside Art Market</li> <li>Salute to Troops - Nov 6th 2010</li> </ol> <p>Events that we attended</p> <ol style="list-style-type: none"> <li>AIA Trade Show - Sept 20 2010</li> <li>Art Walk - May 2011</li> <li>Jacksonville Business Expo - Dec 7 2010</li> </ol> <p>If we follow these events (will not recommend Jacksonville Business Expo) closely this year as well, and register in time, we should have plenty for next year.</p>		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<ol style="list-style-type: none"> <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
See comments in bold.			

[10 MINUTES]

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

**INKA FINLEY**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>Regular posting to LinkedIn, Facebook, Twitter, and Blog. Inka has set up a spreadsheet to try to get a</li> </ol>
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