

# USGBCNF Marketing, Advertising & Communications



NORTH FLORIDA

## MINUTES

MARCH 22, 2011

9:00 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, Inka Finley and by Telephone: Tom Gentry, Randi Lasley, Sarah Boren, and Gurpreet Misra  Absent: Nihal Alwakeel (sent in notes in advance); Kim Jowers (sent in notes in advance)

**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

[30 MINUTES  
CROSSED OVER WITH PR]

**“[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. 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. Rotating loop with sponsors on home page (to better manage page real estate). <b>Tom will try to accomplish this task within the next two weeks.</b></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. Need to incorporate region map somewhere on homepage. If we can get the graphic into a watermark for the background behind mission and vision, Tom can place it there. <b>Will request help from Nihal.</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> <li>3. Ellen suggested we change “schools &amp; government” to “blog” and change “commercial” to “upcoming events”. <b>Tom will try to get this accomplished by the first of May.</b></li> <li>4. 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.</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>March data:</b> 347 Visits; 1,662 Page Views; 4.43 Pages per Visit; Avg. Time on Site: 4:03 Minutes; 54.73% New Visits</p> <p>Visits decreased by 44 last month, or approximately 11%. Page Views decreased by 70 or approximately 4%. Pages per visit increased by 7.5%. Avg. time on site decreased from 4:03 minutes to 3:34 minutes (-17.1%); and new visits declined from 54.73% to 46.97%.</p>

	<p>Metrics for weekly emails can be obtained through contact report on Memberclicks.  <b>March data:</b> Total recipients: between 1113-1119, opens: between 139-210 weekly; bounces: 39-46; unsubscribes: 5. Members Only Email: Total recipients: 223, opens: 70, bounces: 6, unsubscribes: 1.</p> <p>Most of the metrics were down for the last month, but increased pages per visit by 7.5%.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

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

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. <b>We just need a one page tri-fold with membership, mission, vision, flashy/pretty.</b></li> <li>Nihal has completed Green Carpet event graphics. <b>Sarah just needs her to create a poster size now.</b></li> <li>Awards Program. Shooting for September. Chris Eastman is going to head it up.</li> <li>Sarah started decal/bumper stickers, but needs to have it finished. <b>Kim will follow up with her.</b></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**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>May Art Walk – Art Goes Green.</li> <li>Solar energy workshop/class for school kids. <b>Busy with FCAT – don't want distractions, will be after FCAT or early next year.</b></li> <li>St. Johns County is rolling out training sessions for energy efficiency. Gurpreet would like to get USGBC four speakers signed up for the upcoming months. Lowry Shuler has met Ellen and Nihal, will get back when he thinks USGBC and St. Johns can do co-branding.</li> <li>Riverside Arts Market – <b>will look into it this week.</b></li> <li>Emerging Professionals Committee is working with AIA Emerging Design Professionals in April for Art Walk. There may be an outreach opportunity there. <b>Gurpreet will contact Aaron Glick.</b></li> </ol>	
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.		

[20 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 handle on our metrics. <b>Emily will send Inka Facebook info for September, December and February.</b></li> <li>Media notices have been going out for events when we have enough notice. Think proactively on events we know ahead of time. For example, Carbon Nation, we should try to land a spot on radio or television. <b>Inka will try to contact NPR.</b> Aaron has reached out to Melissa Ross with a cold email, but no response. WOKV? Lots of jump offs for this particular event.</li> <li>Operation Decon – Press release on partnership. <b>Emily will send Inka Ellen's information.</b></li> <li><b>Need input from Board and Committees for Blog and Twitter content. Sarah promised she will tweet.</b></li> </ol>	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	Inka will create metrics – Articles published, media notices published, number of social media posts, Google Alerts, etc.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

