



Minnesota Women of Today

Marketing Committee Minutes Tri 1



11:30am on July 17, 2021 – Trimester 1 – Resurrection Lutheran Church, Monticello and Virtual option

Call to Order: 11:35AM | Note Taker: Jeny Ohr

Orders of the Day | Approval of Minutes from March 20, 2021 | Quorum¹: 10 of 16 present; quorum established [X] yes [] no

Voting Members: MKVP: Shellie Matthes; Area 1 Rep (Open); Area 2 Rep Melanie Chenoweth; Area 3 Rep (Open); Area 4 Rep Amy Pumper; Promoting MNWT Subcommittee Chair (Open); Statewide BOS Project Subcommittee Chair Jeny Ohr; Webmaster Daina Mirsch-Wenner; Web Assistant Julie Hammel; Past Chair Christine Sibilleau' State President Anna Nichols; COB Illeana Miller; Secretary Melissa Redzuan; Executive Director Katie Castro; PR Assistant Jeny Ohr; NEWSLET Editor Jessica Schultz; Up to four (4) General Members: Expo Lead Wendy Homyak; General Member Joann Miller; General Member Sharon Erickson; General Member (Open)

Non-Voting Guests*: *present Action item for online attendees: Must enter name and chapter in chat box *after meeting is called to order

Jessica Schultz, Tawn Hanson, Sandy Trossen, Judy Moldenhauer, Lisa Hahn, Cat Shuman, Jane Hanson, Barb Monsrud, Joann Miller

Subcommittee Reports

- **Promoting MNWT (Open) / mktg-promotions@mnwt.org**
 - Members: NEWSLET Editor Jessica Schultz, PR Assistant Jeny Ohr, Expo Lead Wendy Homyak
 - **Great Nonprofits (Katie C/Shellie M)**
 - Eden Prairie is the official
 - Marketing VP MNJOTS CIP included outline to set up a page
 - Encourage chapters to claim their page. If they can get 10 reviews they can earn the Nonprofit badge.
 - MKVP will post to Facebook reminders to chapters to set up a page.
- **Non-Member Webinars / Videos / Podcasts (Jessica S)**
 - Members: Shellie M; Jeny O
 - Have not met this trimester
 - Looking into seeing if we can turn our blog on WordPress into a podcast
- **2020-2030 MNWT Strategic Plan Items / Strategic Plan**
 - **Item 5 - Develop Statewide MNWT Branding (Shellie Matthes)**
 - **Item 5.a - Create and approve a Women of Today Brand**
 - Marketing team is working on Brand outline and will have a Brand Tool Kit for chapters
 - **Item 5.c - MNWT new logo ideas**
 - Presentation of logo ideas- Marketing team has been working on logo ideas. Hope to have logo ideas ready for the November marketing meeting.
 - **Item 6 - Streamline MNWT Marketing (Shellie Matthes)**
 - **Item 6.a - Create a list of Marketing Strategies for Chapters**
 - Document listing of ways to promote your Chapter- working on this and maybe have a table at the Project Fair at Fall State to go over ways Marketing can help chapters market their chapter (Social media, press releases, websites, brochures, etc.)

- **Posting of Chapter Events (Open)**

¹ 1 1/3 of the committee needs to be present to establish a quorum

- Members: Jeny O, Jessica S
 - Still need a chair for this. We will be able to help chapters post events on their Facebook page.
 - **Increasing Membership²** (Shellie M & Sharon Scholl)
 - Membership pin- work on completing this and hopefully have information to be approved at the November Marketing Meeting.
 - **Festivals around the State**
 - Created to help chapters to run a booth at a local festival/expo, and to locate them as well. Available to chapters and will promote on Facebook and CIP's.
 - **Item 6.b** - Develop a new chapter-friendly Marketing Strategy for new chapters.
 - **Item 6.c** - Train chapters/members to use Marketing effectively.
 - **Item 6.d** - Create and/or update a PR Kit for member
 - use: <http://www.mnwt.org/fellowship/news.php>
 - **Item 6.e** - Develop a MNWT App ([Jessica S](#))
 - Survey membership for suggestions how would be used, functionality, features
 - On Hold until Spring 2022
 - **Item 6.f** - MNWT Publications Standardizations
 - Updating the Facebook Training document
 - Updating document "We have a Facebook page. . ."
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- **Public Relations (Jeny O/Shellie M) / pr@mnwt.org**
 - **Staff Blog 2021**
 - These blogs are a way to get to know our Exec. Council members a little more. Questions have been sent to State Staff and SPMs. Working on DDs.
 - **Press releases are being submitted to local papers**
 - Working on updating press releases for chapters to use to submit to their local city papers.
 - Goal for the year to develop a google doc with local newspapers for each chapter.
 - Discuss press releases related to Exec Council announcements, award winners, etc.
 - Shellie asked if people would be okay with the Marketing Team putting press releases out announcing who is on the Exec Council and who has won awards.
 - People felt that was okay because no personal information was being given.
 - Wait about 2 months before announcing awards to make sure that chapters have time to give awards to their chapter members.
 - **Social Media Team (Jeny O/Shellie Matthes) / mktg-socialmedia@mnwt.org**
 - Members: Jessica S, Shelie Matthes
 - Social Media Platforms
 - Blog (for news stories about chapters, leaders, etc.)
 - Founders Day Blog- features chapters and how they celebrated Founders Day.
 - Would like to celebrate chapters and members throughout the year with "Something Wonderful" blog posts.
 - Facebook (for Exec Council & Events)
 - Focuses for this year:
 - **Chapter Websites Taskforce- Jessica S. will chair**
 - Members: Daina, Christine, Jessica, Cat, Shellie
 - [Google Templates](#) for chapter websites and [Template Guidelines](#)(Daina M-W)
 - Daina has created a template for chapters to make their own chapter website for free.
 - I move to accept the Template Guidelines and Google Template presented noting there will be some

² March Planning 2019 Recommendation: MMC & Marketing work together to develop ideas to increase membership

adjustments made for webinar. (Miller, Hanson) m/s/p.

- The taskforce will need to create the text for the “Create a Chapter Website Subcommittee” and “Implementing Your Chapter Website.” Daina did complete the “Working with the Template” section.
- Jessica S. is chair, but Daina would like to remain a member.
- [Great Non Profits](#)- chapters can claim theirs and get a badge with ten (10) reviews.
- YouTube (for Convention Presentations)(Jessica S, Jeny O, Shellie M)
- Use hashtags! #mnwt #mnwtfall, #somethingwonderful etc.
virtual meeting hashtags: #mnwtstillsocial
#mnwtfellowshipatadistance
- **NEWSLET (Jessica S/Shellie M) / newslet@mnwt.org**
 - Post Annual and Election issues are at printer
 - Jessica Schultz would like articles and personals by:
 - September 15- Fall State
 - January 15- Winter State
 - March 1- Elections
 - May 15- Annual
- **Evaluating NEWSLET Taskforce³ (Christine S)**
 - Members: Amy P, Jessica, Anna N. copy Katie C.
 - No Report at this time
- **Expo Coordinator (Wendy H) / mktg-expo@mnwt.org**
 - **Lowering the Vendor Cost (Cat S/Katie C)**
 - Discussed lowering the vendor cost. Feel \$50 for two hours is too much, and would like to lower it to \$35.
 - I move that we accept the recommendation from the committee to lower the vendor cost to \$35 (Schuman, Hanson) m/s/p
 - Should look to have about the same number of vendors as we did in 2019.
- **Statewide Buckets of Sunshine Project (Jeny O) / mktg-statewideproject@mnwt.org**
 - MNWT Priority Area is the Statewide BOS Project
 - Discuss eliminating this position.
 - Discussion was had about eliminating this position.
 - Statewide Buckets of Sunshine Project chair will work with Priority Area SPM Jennifer for her collection at Winter State for this year.
 - Created a Women’s Wellness Bucket of Sunshine Taskforce- (Lisa Hahn and Jeny Ohr co-chair).
 - This task force will look at seeing if we change this position to do a collection at Winter State for the USWT Bucket of Sunshine project.
- **Web Development (Daina M-W)**
 - **Digi-Sense: How-Tos for Electronic Communications⁴ (Jessica S)**
 - Members: [Katie C](#), [Daina M-W](#)

³ March Planning 2018 Recommendation: Non-paper NEWSLET

⁴ Intention was to consistently include tech tips in the CMH
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Created by Marketing VP Shellie Matthes

- Jessica Schultz has been writing these for the Chapter Mailings. She does about four (4) to five (5) a year.
- Suggested she does four (4) a year (NEWSLET, Chapter Mailings, CIP and Social Media Post)
- **Email Blast Taskforce using MailChimp (Christine S)**
 - Members: Daina M-W, Anna Nichols, Cat S, Katie C, Melanie C, Jeny O
 - No report
- **Web Team (Daina M-W)**
 - Members: Webmaster Daina Mirsch-Wenner, Web Assistant Julie Hammel, Web Helper Christine Sibilleau, Web Techs Shellie Matthes and Jeny Ohr, Executive Director Katie Castro
 - Webteam to provide annual tech training for Coordinator positions: Newsletter Editor, PR Assistant, Success Coordinator, State Store Manager
 - The **WebTeam** has been meeting regularly (1st & 3rd Tuesdays at 6:30pm). Those meetings include the Webmaster Daina, WebAssistant Julie, WebHelper Christine, and both WebTechs (Shellie & Jeny), along with Exec Director Katie, COB Ille, and President Anna.
 - At this point the Annual Turnover should have been completed. If you see anything that needs to be changed/added/removed, please contact csc@mnwt.org with those suggestions.
 - I will work on Google Analytics for 2020-2021 and publish those on the website when they are complete.

Other Ongoing Business

New Business

Next Meeting: Nov. 20, 2021 / location Star Bank, Eden Prairie

Adjourn: 12:45 pm