



Minnesota Women of Today Marketing Committee Agenda



10:30am on 21 November 2020 - Meeting online only

Call to Order: ___AM | Note Taker: ___

[Orders of the Day](#) | [Approval of Last Meeting's Minutes](#) | Quorum¹: ___ of 16 present; quorum established [] yes [] no

Voting Members: Chair [Christine Sibilleau](#), Area 1 Rep ([Open](#)), Area 2 Rep [Melanie Chenoweth](#), Area 3 Rep ([Amy DeNoyer-Hickey](#)), 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 [Daina Mirsch-Wenner](#); State President [Ileana Miller](#), COB [Cathy Shuman](#), Secretary [Barb Monsrud](#), Executive Director [Katie Castro](#); PR Assistant [Jeny Ohr](#), NEWSLET Editor [Jessica Schultz](#); Up to four (4) General Members: Expo Lead [Wendy Homyak](#), General Member [Deb Froemming](#); General Member [Cathy Snyder](#); General Member (Open)

Non-Voting Guests*:

*present

*Action item for all attendees: Must enter name and chapter in chat box *after meeting is called to order*

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; add your story
- [Non-Member Webinars / Videos / Podcasts](#) ([Jessica S](#))
 - Members: [Daina M-W](#), [Melanie C](#); [Shellie M](#); [Jeny O](#)
- Increasing Membership² ([Daina M-W](#) & Heidi W)
- Posting of Chapter Events ([Open](#))
 - Members: [Jeny O](#), [Barb M](#), [Jessica S](#)
- [2020 MNWT Strategic Plan Items](#)
 - Develop Statewide MNWT Branding ([Daina M-W](#))
 - Create and approve a Women of Today Brand
 - Create and Implement a plan for chapters to use this new Brand
 - Examine our current MNWT logo and create a timeline to update the logo
 - Need a Chair for this taskforce
 - Streamline MNWT Marketing ([Daina M-W](#))
 - Create a list of Marketing Strategies for Chapters

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

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

- Develop a new chapter-friendly Marketing Strategy each year
- Train chapters/members to use Marketing effectively
- Create and/or update a PR Kit for member use: done! go to

<http://www.mnwt.org/fellowship/news.php>

- Develop a MNWT App
- Implement the [MNWT Publications Standardizations](#): as of 2020-2021 this template should be used on all MNWT publications from everyone in a leadership role
 - Plan to distribute/make available
- Create a Marketing Plan for the next 5+ years
- [Public Relations \(Jeny O/Katie C\) / pr@mnwt.org](#)
 - Winter State 2020 Press Releases
 -
- NEWSLET ([Jessica S/Barb M](#)) / newslet@mnwt.org
 - Post-Winter state issue progress
 - Evaluating NEWSLET Taskforce³ ([Christine S](#))
 - Members: [Amy P](#), Jessica, Anna N
- Expo Coordinator ([Wendy H](#)) / mktg-expo@mnwt.org
 - Update on **Winter State 2021 Expo**
 - Lowering the Vendor Cost ([Cat S/Katie C](#))

Statewide Buckets of Sunshine Project ([Jeny O](#)) / mktg-statewideproject@mnwt.org

- [MNWT Priority Area](#) is the 2020-2021 Statewide BOS Project
 - Discuss updates needed for [Marketing Manual](#) to reflect changes to Statewide BOS Project
- Promote [USWT Buckets Of Sunshine Participation](#) form for chapters to complete by 04/30; it now goes to mktg-statewideproject@mnwt.org and marketing@mnwt.org if completed by a MNWT chapter

Web Development ([Daina M-W](#))

- [Digi-Sense: How-Tos for Electronic Communications](#)⁴ ([Jessica S](#))
 - Members: [Cat S](#), [Katie C](#), [Daina M-W](#)
- Website Stats are on the [Web Team webpage](#)
- **Email Blast Taskforce using MailChimp** ([Christine S](#))
 - Members: [Daina M-W](#), [Anna Nichols](#), [Cat S](#), [Katie C](#), [Melanie C](#)

[Social Media Team \(Jeny O\) / mktg-socialmedia@mnwt.org](#)

- Members: [Jessica S](#), [Tevyan S](#)
- [Social Media Platforms](#)
 - Blog (for news stories about chapters, leaders, etc.)
 -
 - Facebook (for Exec Council & Events)
 -
 - Focuses for this year:
 - Twitter (for District Directors)

³ March Planning 2018 Recommendation: Non-paper NEWSLET

⁴ Intention was to consistently include tech tips in the CMH Intention was to consistently include tech tips in the CMH

- [Pinterest ideas \(Tevyan S\)](#)
- YouTube (for Convention Presentations) (Shanna P, Jessica S, Jeny O, Melanie C, Shellie M) -
- LinkedIn (for professional networking)
- Use hashtags! #mnwt #mnwtannual, #mnwtannual2020, etc.
 - virtual meeting hashtags: #mnwtstillsocial #mnwtfellowshipatadistance

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](#)
 - EmailMeForm.com [Forms 2 Online Progress](#) was sent via email to the committee as an update
 - **March Planning Recommendation 2020: Current Email System Review**

Other Ongoing Business

-

New Business

- Virtual Backgrounds for Zoom meetings
-

Next Meeting: March 20, 2021 / place to be determined

2020/21 Marketing all meetings scheduled:

https://docs.google.com/document/d/1IfFMAS5FkL24GUC5y1fHPcyYiX1_4827rgXU2ZHYU8/edit?usp=sharing

Adjourn: ___AM