



Minnesota Women of Today Marketing Committee Agenda



11:00am on November 20, 2021 – Trimester 2 – Star Bank, Eden Prairie in person and Virtual option

Call to Order: AM | Note Taker: _____

[Orders of the Day](#) | [Approval of Minutes](#) from July 17, 2021 | Quorum¹ : _____ of 16 present; quorum established [] 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 [Ileana 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*

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
- [Non-Member Webinars / Videos / Podcasts](#) ([Jessica S](#))
 - Members: [Shellie M](#); [Jeny O](#)
- [Marketing Foundation Grant](#) ([Shellie](#))
 - Members: Jen Kinzer, Nicky Anderson and Shellie M
 - This is a foundation committee and will share updates, but cannot actually vote to make changes.
- [2020-2030 MNWT Strategic Plan Items](#) / [Strategic Plan](#)
 - Discuss adding to the Strategic Plan review of the MNWT website. Review process to take 5 years to complete and should be queued to start review process third year after launch.
 - First year create a Task Force to review MNWT website and make recommendations to web team.
 - Year two & three take recommendations and start work to complete the updates.
 - Fourth year test updated site to ensure links are correct and working, pages for staff set up and working, forms are generating and other recommendations.
 - Fifth year launch new website.

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



- **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

- **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
 - Posting of Chapter Events (**Open**)
 - Members: [Jeny O](#), [Jessica S](#)
 - Increasing Membership² ([Shellie M & Sharon Scholl](#))
 - Membership pin
 - [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 each year
 - 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
 - Item 6.f - [MNWT Publications Standardizations](#)
 - Updating the Facebook Training document
 - Updating document "We have a Facebook page. . ."

- **Public Relations** ([Jeny O/Shellie M](#)) / pr@mnwt.org
 - Staff Blog 2021
 - Press releases are being submitted to local papers

- **NEWSLET** ([Jessica S/Shellie M](#)) / newslet@mnwt.org
 - Post Fall State completed
 - Post Winter State issue in prep stages
 - Evaluating NEWSLET Taskforce³ ([Christine S](#))
 - Members: [Amy P](#), Jessica, Anna N

- **Expo Coordinator** ([Wendy H](#)) / mktg-expo@mnwt.org
 - Recap of Vendor Fair

- **Social Media Team** ([Jeny O/Shellie Matthes](#)) / mktg-socialmedia@mnwt.org
 - Members: [Jessica S](#), [Shelie Matthes](#)

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



- [Social Media Platforms](#)
 - Blog (for news stories about chapters, leaders, etc.)
 - Facebook (for Exec Council & Events)
 - Focuses for this year:
 - Google Templates for chapter websites ([Daina M-W](#))
 - Great Non Profits
 - YouTube (for Convention Presentations)([Jessica S](#), [Jeny O](#), [Shellie M](#))
- Use hashtags! #mnwt #mnwtfall, #somethingwonderful etc.
virtual meeting hashtags: #mnwtstillsocial #mnwtfellowshipatadistance

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

- [MNWT Priority Area](#) is the Statewide BOS Project
 - Discuss updating this position.

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

- [Digi-Sense: How-Tos for Electronic Communications](#)⁴ ([Jessica S](#))
 - Members: [Katie C](#), [Daina M-W](#)
- **Email Blast Taskforce using [MailChimp](#) ([Christine S](#))**
 - Members: [Daina M-W](#), [Anna Nichols](#), [Cat S](#), [Katie C](#), [Melanie C](#)
 - Would like to request a 1 year pause and reevaluate next year to see if it is feasible to pursue.

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

Other Ongoing Business

New Business

Next Meeting: Saturday, March 19, 2022 / location to be announced

Adjourn: _____

⁴ Intention was to consistently include tech tips in the CMH