



MINNESOTA WOMEN OF TODAY

Marketing Committee



1st Trimester 2020-2021 Meeting Minutes July 25, 2020 ~ 10:30 am ~ Online

Call to Order: 10:35AM by Christine Sibilleau, Chair | Note Taker: Jeny Ohr

[Orders of the Day](#) | Approval of [Last Meeting's Minutes](#) | Quorum¹: 13 of 16 present; quorum established [X] yes [] no

March 21st Minutes approved with following correction.

- **MNWT Priority Area is the 2020-2021 Statewide BOS Project**
 - Email the Mktg Comm Manual to get an approval; and then send it to FDC; goal is to get this done for the 2020/2021 year.

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 [Illeana 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**

Rita Johnns, Jane Hanson, Cind Umland, Julie Hanson, Illeana Miller, Sherry Boike, Linda Nindorf, JoAnn Miller, Beth Clifford, Barb Zeroth, AnnMarie Sathoff, Michelle McGowan, Brenda Sather, Shirley Viesselman, Tevyan Sorensen, Mary Hanson, Sharon Scholl, Sharon Erickson, Anna Nichols, Lisa Hahn and Shellie Matthes

Subcommittee Reports

Promoting MNWT ([Open](#)) / mktg-promotions@mnwt.org

- Members: NEWSLET Editor [Jessica Schultz](#), PR Assistant [Jeny Ohr](#), Expo Lead [Wendy Homyak](#)
 - NEWSLET (Jessica Schultz)-
 - Personals- send them NEWSLET@mnwt.org or fill out form online.
 - They cost \$2.00. Write check out to MNWT and send to the Chapter Service Center. In the memo put Personals.
 - Personals are a little good and welfare, saying good job to someone or you miss them and hope to see them again soon.
- [Great Nonprofits](#) ([Katie C/Shellie M](#))
 - Eden Prairie is the official; add your story
 - Shellie is still working with Great Nonprofits to get everything consolidated.
- [Non-Member Webinars / Videos / Podcasts](#) ([Jessica S](#))
 - Members: [Shanna P](#), [Daina M-W](#), [Melanie C](#); [Shellie M](#); [Jeny O](#)
 - Thanks to Shellie M., Shanna P., Melanie C., and Jeny O. for sitting on the committee and contributing to the below content. You are all very busy and it means a lot to me that we were able to come up with such valuable content.
 - The committee met twice since the last committee meetings to discuss worthwhile objectives.

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

- Webinars: We discussed that recording then editing the MNWT Webinars to turn them into videos that could be revisited on the MNWT YouTube channel was a worthwhile project to pursue. If available, we would like to obtain the video files for the most current webinars. We felt that having these items available not only to the chapter members but to any interested public parties could create traffic to the YouTube channel.
- Organic Video Content: The creation of video content was discussed and deemed as an essential part of building interest in MNWT and promoting the MNWT brand. We spoke about what content might look like and who to approach about creating content. We spoke about the importance of finding the right verb to initiate a more stable MNWT brand identity. Establishing a more stable brand identity was indicated as being pivotal in the process of producing impactful and worthwhile marketing materials. Essentially, we can make as many videos as we want, but if they do not repeat a cohesive trend, the large-scale effort of video planning and production may not produce the results we need to sustain and promote our organization. The word "connect" was discussed at length.
 - Video content discussed included an unboxing (state store with Jane and Maggie Holmberg), instructional videos (similar to the video posted by Cathy Snyder re: tire pressure - I have spoken with Barb M. about a how-to video re: banking essentials), and the "Why" video series with members from chapters potentially underrepresented at state MNWT events (we also spoke about a generational - mom, daughter, granddaughter - "Why" video series and are currently seeking individuals interested in creating these). The production value of the videos was discussed and incentives for individuals submitting their "Why" video to the Marketing committee were mentioned. The potential monetization of the YouTube channel was discussed and further collaboration, action, and discussion are required by the committee and the Executive Council regarding selling ad space based on platform video traffic. There is potential for a dedicated funding stream from YouTube video traffic.
 - Youtube starts to generate revenue after so many organic clicks on your videos. Also want to use hashtags to get people to find your videos.
 - Organic Content is when a post originally made by a person or organization. If you share something that is not organic content, but could get people to see the original content.
- Podcasts: Hats off to Shellie Matthes for diving deep into this portion of the task force. Podcast Notes from Shellie:
 - I have been working on obtaining a list of what we need to have an MNWT Podcast. Below is a list of topics that need to be addressed before moving on to Phase 2:
 1. Secure our Podcast Domain Name and register. Do we use Go Daddy?
 2. Decide on the format – audio, video or both.
 3. Create Cover Art – this is the first impression most people see when browsing thru the podcast app. This is also the

image people see when we share on our social media accounts.

- A brief outline of what a podcast would look like: A brief outline of what a podcast would look like:
 1. Intro Music – looking at sites with free music.
 2. Welcome – that would be our sign on each time.
 3. Either the podcast would be a discussion with one person, between multiple people or an interview.
 4. Ad Spot – we could look at offering this to chapter members with home-based businesses. We can look at outside resources as well. This would help offset any costs to produce the podcast.
 5. Call to action – “Review us on _____” or “tell your friends and family”.
 6. Outro Music - looking at sites with free music.
 - Researching sites for any equipment that may be needed.
 - Researching applications that we would launch our Podcast on.
 - Additional information on the above topics attached. The information comes from a Podcast Mentor I met through another friend who just launched her own podcast.
- Increasing Membership² ([Daina M-W](#) & Heidi W)- Still working on this, no new report at this time
 - Posting of Chapter Events ([Shanna P](#))
 - Members: [Jeny O](#), [Barb M](#), [Jessica S](#)
 - Shanna has stepped down. Good task force to have and will look at again at next meeting to see where to go next. Likely will tie into item on the FDC agenda.
 - [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
 - Streamline MNWT Marketing (**OPEN**)
 - Create a list of Marketing Strategies for Chapters- if you are interested in chairing please let Christine know at marketing@mnwt.org
 - 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
 - Jessica Scultz volunteered to help with creating 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

² March Planning 2019 Recommendation: MMC & Marketing work together to develop ideas to increase membership
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- **Public Relations ([Jeny O/Katie C](#)) / pr@mnwt.org**
 - **Wrap-Up:** Annual 2020 Press Releases-Wrap-Did a blog post of [Annual Award of Excellence recipients](#) and working on a blog post for 2nd Trimester of the 2019/2020 Key Winners
 - Fall State 2020 Press Releases-Will work with Katie on this and get sent out to correct places
 - USWT Public Relations forms ([Shout Out With Pride](#) and [Founder's Day Participation Form](#)) now go to pr@mnwt.org and marketing@mnwt.org if completed by a MNWT chapter
 - [Founders Day Participation Form](#)
 - Did a Facebook post and emailed chapters links to the Founders Day Participation form
 - Made a blog post highlighting 7 chapters that submitted either the Founders Day Participation form or short blurb about their founders day event
 - Sent blog link to USWT Public Relations Director
 - [Shout Out with Pride Form](#)
 - Will send out link to all chapters and let them know what this form is all about
- **NEWSLET ([Jessica S/Barb M](#)) / newslet@mnwt.org**
 - Next issue progress- will go out after Fall State. Just a reminder that articles can be sent at anytime and personals can be purchased at any time. The sooner articles are submitted, the easier it is to get the NEWSLET template created.
 - Personals deadline September 1st
 - Evaluating NEWSLET Taskforce³ ([Christine S](#))
 - Members: [Amy P](#), [Jessica S](#)
 - No report at this time. Taskforce will start working on this again this upcoming year.
- **Expo Coordinator ([Wendy H](#)) / mktg-expo@mnwt.org**
 - **Fall State 2020 Expo** at Arrowwood Lodge in Baxter
 - Haven't look for vendors since wasn't sure about Fall State.
 - Project Fair will now be at Winter State (Jan. 29).
 - Location TBD, not sure how many vendors we can have, will know once location is determined.
 - Shellie Matthews and Katie will send Wendy a list of potential vendors.
 - **Lowering the Vendor Cost ([Cat S/Katie C](#))**
 - Will not look at this year since we are now holding Expo at Winter State and uncertain if there will be added expense at the new location.

³ March Planning 2018 Recommendation: Non-paper NEWSLET
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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
 - Still working with Wishes and More SPM Jennifer to figure out what she needs help with for marketing Wishes and More.
- 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
 - Once we know what the USWT Buckets of Sunshine is for this year, will promote that and the forms that need to be completed.

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

- [Digi-Sense: How-Tos for Electronic Communications](#)⁴ ([Jessica S](#))
 - Members: [Cat S](#), [Katie C](#), [Daina M-W](#)
 - These are occasionally submitted to the chapter mailing.
 - Example for an upcoming issue can be what an organic post is
- Website Stats are on the [Web Team webpage](#)
- **Email Blast Taskforce using [MailChimp](#) (OPEN)** - no report
 - Members: [Daina M-W](#), [Anna Nichols](#), [Cat S](#), [Katie C](#), [Melanie C](#)
 - Christine to set up new meeting time

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

- Members: [Jessica S](#), [Tevyan S](#), [Melanie C](#).
- [Social Media Platforms](#)- The Social Media team got together on July 12 and discussed different social media platforms.
 - [Blog](#)(for news stories about chapters, leaders, etc.)
 - What's Your Why Series using submissions from the website & reach out to chapters that are not as active
 - This year blog posts are going to fall into President Illeana's theme R.I.S.E. We are going to be highlighting different chapters, members and staff members that encompass these areas. So far 11 chapters have been highlighted. (7 Founders Day, 3 I(Inspire) and 1 S(Support))
 - 1st Trimester PR Challenge- Each blog will be linked to Facebook [MNWT Administration](#), [MNWT](#) main page and [MNWT Committee](#) page. There will be a question asked that pertains to the blog. Chapter member email PR@mnwt.org the answer and their name is entered into a prize that will be given out at Fall State. No limit to how many times your name can be entered. So far 9 people from 8 chapters have submitted an answer. Hope to get more people reading the blog. Or you can search by using [#20201sttrimesterprchallenge](#).
 - [Facebook](#) (for Exec Council & Events)
 - "A Message from..." at the beginning of all posts so when you are using "I" viewers will know who to contact
 - Hint-when making a post on Facebook try and use a graphic with your post. A graphic will make the post stand out.
 - Reminder- [MNWT Programming](#) Facebook page:

⁴ Intention was to consistently include tech tips in the CMH

- Community Connections- Mondays
- Living and Learning-Tuesdays
- Priority Area-Wednesdays
- Women's Wellness-Thursdays
- Youth of Today-Fridays
- Let me know if you need help posting on your page.
- Focuses for this year:
 - Twitter (for District Directors)
 - [Pinterest ideas \(Tevyan S\)](#)- Tevyan Sorenson is working on revamping our [Pinterest](#) boards. She will delete boards that are outdated or have broken links. She will also combine and change boards to make them easier for chapters to use. Once Tevyan is done we will reintroduce Pinterest and do some sort of incentive around Fall State.
 - YouTube (for Convention Presentations) (Shanna P, Jessica S, Jeny O, Melanie C, Shellie M)
 - LinkedIn (for professional networking)-The Social Media team wasn't sure how this social media platform would benefit our organization. If we are looking to just promote the blogs then we could set up an account for that.
 - Instagram- Still in the processes of development. We need to answer some questions before considering. The social media team feels that if we can link more than one Facebook page to an instagram page then we should continue. If we are looking to add this and have to create new content may not be worth having. Also for Director Directions Instagram could be for communication and for a main MNWT Instagram marketing.
- 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
 - Working well, if you have a problem please email Katie at csc@mnwt.org and she forward issues to WebTeam.
 - **March Planning Recommendation 2020: Current Email System Review**
 - Chapter Officers manuals will be available soon on MNWT website. Found on the members resource page under the [Chapter Support](#).

Other Ongoing Business

- No ongoing business at this time

New Business

- Area 1- need a new representative for this Area

Next Meeting: Time/November 21, 2020/Location TBD (Tentatively in Eden Prairie at Star Bank)

2020/21 Marketing all meetings scheduled:

https://docs.google.com/document/d/1IfMAS5FkL24GUC5y1fHPcyyYiX1_4827rgXU2ZHYU8/edit?usp=sharing

Adjourn: 12:01 PM