

Agenda 11/9/11 Communications Committee Meeting at Event Lab:

Lisa Marie Borchert and Kasey Barrett on phone; Nikki McLain, Linda Kilcher, MaryKay Hokanson, Susan Milteer, Tammy Olson and Shawn Augustine in person

Social Media – Shawn gave update

- Linda Kilcher will help out with LinkedIN postings.
- Shawn will continue to schedule posts through Hoot Suite and post on Facebook and Twitter.
- Shawn requested help with “friending and liking” member companies on Facebook and following them on Twitter – Nikki asking two new people to assist
- YouTube Channel – other videos? Can we identify someone to help with videos? Let’s ask the membership if any member companies can help us.
- Struggle with getting a “two-way” conversation going on Facebook. Nikki suggested a contest, for the person who influences our social media the most. Committee agreed and we agreed to try this content for 3 month trial. We’re going to start it November 16th at meeting, for Most Valuable Influencer Member (MVIM) on Social Media from 11/16-12/14. Will announce winner at Holiday Party. Prize will be a Starbucks gift card – Nikki to secure. Promoting will be in MOTM, NewsNotes, Social media, podium announcement, word of mouth, etc.
- Develop a social media analytics reporting system through Non profit solutions (# of website hits, # of Facebook friends, # of followers on Twitter, etc.) Shawn will continue to work on gathering this info.

Internal PR:

- MOTM – Nikki/Lisa Marie gave update
 - Potentially looking at revamping the look of MOTM with new platform migration in 2012
 - Make it easier to “click through” vs. scroll through

External PR – Update from Susan Milteer

- Media list drafted
- MPI Fact Sheet drafted – will get current stats from International office
- Continuing to build relationships with media
- Inviting people to November meeting – Tiger Oak sending Kate Smith
- Jill Burke is interested in helping out with PR – Susan to reach out to her

Website/Other

- Need help with updating content from our “Roving Reporters”
 - **Education – OPEN**
 - **Leadership Development** - Melissa Seres
 - Will focus on getting them to update their website page
 - What are we missing from Mentoring, Student group, etc, Supplier Circle of Excellence, etc.
 - **Membership** - Katie Anderson
 - **Strategic Alliances – OPEN**
 - Jackie Peacha interested; Nikki to check with Jane Stacy to see if she has any interest.
 - **Tasks:** Connect with each Director/VP and other committee members and find out what needs to be updated.
 - Join their conference calls, meetings etc. Become a liaison between their committee and ours
 - Act as a reporter to help them get their info out (website, social media, MOTM, etc. remind them about our deadlines, etc.)
 - December 7th – All Team Meeting, sit in on your respective committees meeting.

Misc:

- Silent Auction Basket – would everyone be able to donate \$5 for our basket?
- We collected \$25 towards the basket – Nikki/Shawn will shop for the items
- Committee agreed to Kindle, gift card to Amazon, bottle of wine donated by Tammy Olson, Funky Chunky donated from Susan Milteer; Shawn will wrap it all up in nice basket.

Upcoming Dates to Remember:

- Wednesday, November 16th – HALF PRICE GUEST MONTH
 - Remind people to come to Half Price Guest Month in November and bring a co-worker, friend or guest.
- December 7th is next ALL TEAM Meeting – location is TBD
- January Board Retreat – January 6, 2012 – please all chairs come to the retreat at 11:30 AM and stay until 3 PM for the afternoon meeting portion of the day.