Marketing Committee Meeting
Minutes
February 26, 2014

Attendance: Doug Bolton Committee Chair, Howard McIlvain, Daniel Lally, Michael Perry, Dasha Schneider, Julie Heath, Jaclyn Smith and Lorrie Penner

I. Welcome
Doug Bolton welcomed the committee members. New committee members are;
Daniel Lally – Cincinnati Social Media
Michael Perry - Vehr Communications
Dasha Schnieder – Soapbox

II. Mission + Vision
Jaclyn Smith reviewed the Mission and Vision statements of the Center.

The committee members were posed with the question of whether the Marketing committee should have subcommittees for General Marketing and Media Relations. The group determined there would be more Cinergy developed between all members meeting rather than breaking into subcommittees.

III. FY13 Review
The Center undertook the following initiatives;

- Branding Initiative
- Website Redesign
- Brand Revitalization
- Social Media Sub-committee

The research division of the Center has taken more steps to improve report/study output by using more infographics, producing a more sophisticated product by telling a more compelling, visually appealing story about the study for the client that they can easily share with their target audience.

Additionally they have tightened up the way they show their research by including more assumptions in the reports to help the client understand the methodology of the research. They have also improved their on-time performance.

A data set recently acquired by the Center is only used in one other location in Ohio (Cleveland area). The research division is looking for ways to market this regionally for industry clusters. The research team will have an event in the spring to unveil a taste of what the use of this data can accomplish and benefit various businesses and public officials with their city, region or the state when it comes to workforce development.
IV. FY14 Goals / Ideas

GOALS

Brand Loyalty – ensuring the Center’s Mission and services are understood and provide a positive experience that encourages customers to engage with the brand more often at a deeper level. The strategy to accomplish this is to revitalize the website and communications to provide and experience that leaves visitors feeling informed, inspired and empowered.

Develop advocates – Tell stories that encourage others to share with co-workers, friends and family members. The strategy to accomplish this is to repurpose and create mission-oriented and sharable content that is Engaging, Relevant and Visionary. PUSH out content – PULL in readers.

Expand Reach – Get recognized for the impact our work has on the individuals and organizations we serve on a state and national level. Strategy – Develop strategic partnerships with media outlets on state and national level to leverage our local initiatives (i.e., Region’s Economy, Why it Matters, Major research projects, TL2 NYC trip.)

Jaclyn advised the committee that some relationships that the Center already has are with the Enquirer/ Gannett and Soapbox, however the Center needs help making connections with more media outlets in other parts of the state.

The current media reach is centered around SW Ohio and the Center is looking to get more coverage in other locations for programs such as the Stock Market Game (SMG) which is offered state-wide. The Center respects the territory of other State Centers and typically doesn’t work outside of the state for educational content that is already offered in places like Kentucky.

IDEAS

Cause Marketing Impact Initiative
Video Project – “Mission Minutes”
Traditional Media Effort
Social Media Initiative

Success – What does it look like?
The committee members inquired what success will look like to Marketing for the Center. Jaclyn and Julie gave the committee the following feedback on the question;

<table>
<thead>
<tr>
<th>Repeat Customers</th>
<th>Heightened awareness of the Center and its programs</th>
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<tr>
<td>Program Success</td>
<td>Program attendance and revenues</td>
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<td>Increase Visibility/Awareness</td>
<td>Raise Importance of financial literacy</td>
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<td>Expanded Reach</td>
<td>Statewide/Nationally known</td>
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<tr>
<td>Respected Academically</td>
<td>Increase in donations – emphasis on individual giving</td>
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Committee recommendations:
1. Look at Ohio’s financial literacy rating of 44th in the nation as an opportunity to bring awareness to the Center and what it can do to help change that number. Do a study on the economic impact of being 44th in the nation in financial capability.
2. Produce more events, but do we have the resources / manpower?
3. Publication
   – has the Center or would the Center consider writing a book or book series similar to “scholastic books”?
   - turn articles for parents into illustrated publications

V. Financial Literacy Month: April
The Center is looking for ideas to promote Financial Literacy month in April. Last year a Wear Green for Financial Literacy Month photo contest was put into place and generated some interest resulting in a number of photos being posted on the Center’s FB page.

To expand on this idea, the committee recommended to add a quiz on the website on financial literacy and hook it up to “Buzzfeed” to get it to go viral.

A calendar for educators is planned to give them suggestions about activities they can do with their class to promote the month.

The Mayor of Cincinnati will be in attendance on March 27th for the Center’s Annual Award Luncheon and it was recommended this would be a good time to allow him to make a proclamation for Financial Literacy Month.

The Center should also consider getting someone from the Center to feed tweets daily to Santa Ono who is very prolific in that media channel.

The Meeting was adjourned.

Next Meeting is scheduled, for April 14, 2014 at 2pm. The location will be at the Economics Center. 225 Calhoun Street, Suite 370.