Marketing Committee Meeting
Minutes
April 14, 2014

Attendance: Doug Bolton Committee Chair, Howard McIlvain, Chad Summe, Elliot Grossman, Julie Heath, Jaclyn Smith and Lorrie Penner

I. Welcome
Doug Bolton welcomed the committee members. New committee member, Elliot Grossman was introduced. Elliot works in Public Relations Communications for non-profits. He has a passion for financial literacy and is a member of the Board of Directors for “Success by Six”.

II. Annual Award Luncheon
Jaclyn Smith spoke about the success of the annual luncheon and the staff’s plans to follow up with attendees. Including: following up with potential partners from the sponsorship list and emails to individuals calling them to action to support the Center through volunteering or donating.

Julie Heath also mentioned that planning for the 2015 event would be underway soon and that the Luncheon subcommittee is scheduled to meet to discuss potential speakers for next year. The committee members recommended a speaker from CNBC Squawk Box who has a Cincinnati Connection, Joe Kernen.

ACTION ITEM: Julie advised she has a connection at CNBC and will also ask Nathan Bachrach about approaching this speaker.

III. FY14 EC Goals/Objectives
Develop FY14 Committee Objectives identified from the last meeting
a. Larger “cause-based” plan / PR campaign
   Being the leaders at a state-wide / national level – having a summit around Financial Education (leading the effort)

b. Producing more events – if so, what should they be?
   The Center currently does the following events:
   i. Annual Award Luncheon
   ii. SMG – Portfolio Challenge
   Other event possibilities;
   Events with the general public
   Local running races – perhaps setup booth space at a 5k, etc.

c. Turning Julie’s articles into a book for parents
   Julie currently writes articles for the Cincinnati Courier and Enquirer.

d. Potentially doing an economic impact study of being ranked at 44th in the nation on Financial Capability.
   The study asked questions of 25,500 adults in the Tri-State area about their spending habits, savings, medical expenses, credit card management and ended with a short 5 questions financial quiz.
The committee wondered if this study would be too negative and suggested only to do this if it would champion an actual action that would help raise the ranking. Providing Action Steps and solutions along with the information might make the project worthwhile and meet the mission of the Center.

A 2014 Survey of the States – Economic and Personal Finance Education in our Nation’s Schools was recently completed by the Council for Economic Education. This booklet was handed out to the committee members.

Although Senate Bill 311 was passed, it included only that an Economics/Financial Education class be imbedded in another class for 6 weeks. It is not required to be tested and most schools imbed it in courses such as American History or Health & Wellness, consequently it is less important to educators who have other subjects that they must concentrate on for testing. The Center’s approach for Economics/Financial Education has been to integrate it into the Common Core Standards.

A possible Action Step or solution introduced would be to raise this as an Economics Development issue and lobby with the Ohio State Legislature to toughen up SB311 with mandatory testing or as a required class for graduation from high school. It has been shown that 90% of parents support financial education. Julie made an attempt to talk about a State mandate only to be turned away because it was explained to her by someone in Columbus that State mandates are not used for popular movements, but for issues that have no support.

IV. Next Steps
Define WHO we are going to market to, HOW that should be accomplished and WHAT we are asking them for.

The Meeting was adjourned.

Please Save the Date for the remaining committee meetings in 2014:

Wednesday, July 23 at 2:00pm
Wednesday, October 15 at 2:00pm

The location:
Economics Center
225 Calhoun Street, Meeting Room TBA
Cincinnati Oh 45219