Marketing Committee  
Meeting Minutes  
August 5, 2014

Attendance; Doug Bolton – Chair, Howard McIlvain, Chad Summe, Daniel Lally, Elliot Grossman, Michael Perry, Will Schumacher (YP), Alex Castano (YP), Julie Heath, Jaclyn Smith, and Lorrie Penner.

- Welcome
  - Introduce Members
  - New Member – the committee welcomed Alex Castano, who is a member of the Center’s Young Professionals Council. Alex is employed with Procter & Gamble.

- Education Strategic Plan
  - Common Core Integration Visual/Verbal Communication
    Julie Heath advised the committee that the Center’s Education team has focused on integrating economic and financial education into subjects currently contained within Ohio’s New Learning Standards. The external environment for educators has changed and is requiring a change in the Center’s approach to student programs and Professional Development (PD) courses.

    Most school districts no longer support PD monetarily. That coupled with pressure associated with testing and performance requirements have tightened the amount of time educators are able to add curriculum to their already packed schedule. Direct stand-alone courses and programs focusing on economics and financial education no longer hold any appeal.

    Jaclyn Smith asked the committee for recommendations on how the Center could create visually stimulating collateral materials that might enhance the Center’s communication of its programs to the educators highlighting the way its programs fit seamlessly into the standard curriculum The Center is also looking for ways to cross sell its programs within schools where we already have a presence.

  - Discussion
    Through discussion the committee gleaned that the school district decides the text books, and the teachers create action plans to meet student learning objectives. The Center is trying to influence the teacher’s action plans.

    It is important to note that “Common Core” is a set of standards affecting English Language Arts and Math subjects. It is not curriculum. With this in mind the Center is trying to get out the message that our programs will greatly assist the teachers in accomplishing the mission of Common Core. Ohio’s New Learning Standards include the Common Core (Math & ELA) but also includes Science and Social Studies.
Julie and Jackie confirmed that the Education Team has already evaluated its programs and identified the connections within those programs to Common Core.

The committee had the following observations and recommendations;

- Hold a focus group with area educators who are already involved with the Center’s programs. Specifically find out what they would say to their peers about the programs – how they would sell it. Discuss what they care about the most – what benefit are they getting from the Center’s programs? Ask them about the decision making process for their action plans.
  **ACTION ITEM:** Alex Castano will work with Jaclyn to plan a focus group.

- Further develop the “Champion” model. Identify the champions within the schools who currently participate. **ACTION ITEM:** Jaclyn to work with Education team.

- **Research Blog Strategy**
  - Overall Review – Michael Jones, Director of Research, joined the meeting to share his observations on the blog with the committee. Generally speaking, the blog was created to help position the Center as a “thought-leader” in the community. The Research team would like the blog to also be a lead generation tool. Although the blog receives quite a bit of traffic, he could not point to one instance of a lead actually being developed through the blog.

  The Committee reviewed blog analytics and Jaclyn asked them to consider how the Center might drive more traffic to the blog through social media or other means.

  The blog currently is set up as a local resource that offers daily economic perspectives on local news items. Each member of the research is also tasked to blog with original content.

  - **New ideas/strategies** - The committee made the following recommendations;
    - Follow key leaders on Twitter – insert the Center into those conversations. **ACTION ITEM:** Jaclyn will review the people the Center is following and add individuals that could be influential.
    - Add contact information and an “opt in” box on the blog page. Collect emails. Consider having exclusive content or reporting to these blog participants. **ACTION ITEM:** Jaclyn will work with the Research team to identify content.
    - Re-tweet specific content or authors who are publishing content related to the Center’s mission.
    - Clearly define the objective of the blog. Is it to create leads or to be a thought leader? **ACTION ITEM:** Jaclyn will work with the Research Director.
    - Request to be included in the Blog Roll Call page of the Enquirer. **ACTION ITEM:** Contact the Enquirer - Doug Bolton indicated are a number of Board members with connections to the Enquirer and Carolyn Washburn is the contact.
Financial Education Book

The idea that the Center might produce a book with a number of Julie’s articles she has written over the last couple of years has been considered. Jackie asked the committee for feedback on whether this is a feasible idea. The intent could be to produce revenue or to use as an awareness or marketing piece for the Center.

The committee indicated that there is a process for self-publishing that might make some money for the Center; however, there is an investment up front to be considered. Going through a publisher was not recommended.

The idea for the book should take into consideration that print media may not be the answer, but digital format should be considered as well.

The focus of the book and its articles should be considered. The committee believed it might be well to go with a series of targeted pieces, which speak to the story of how integration is successful.

The committee recommended more thought should be given to a book concept. More time is needed to build success stories as well.

NEXT MEETING

Please save the date for the next committee meeting:

**Wednesday, October 15, 2014 at 3:00pm**
Location: Economics Center
225 Calhoun Street, Room 359
Cincinnati, OH 45219