Marketing Committee Meeting Minutes
December 16, 2014

Attendance: Doug Bolton –Chair, Michael Perry, Julie Health, Jaclyn Smith and Lorrie Penner

• Welcome / Overview
  o Update on Janet, Alex and Dacia – Jaclyn Smith let the committee members know that these three members are no longer with the committee. Janet and Dacia were unable to commit to consistent attendance due to their workload and Alex has moved to Chicago.

• Blog update: As a recommendation of this committee, the Research Team has made some changes in the blog, including removing all the posting dates so the content looks fresh. The purpose of the blog is to establish the Center as a thought-leader and to be looked at as an authority in Economic Education + Research. At this time there is no plan for it to be used in any marketing strategy.

Enquirer / WCPO Blog roll – Although both the Enquirer and WCPO were approached there has been very little traction. WCPO indicated that the Center’s blog was not a good fit for them at this time. Jaclyn will circle back with the Enquirer again. And Julie will reach out to WCPO through a contact she has.

• Art contest – Marketing Ideas
The Center has engaged with 5 elementary schools in an art contest. The resulting art will be judged by the Center’s Financial Education Committee to 4 winning drawings. These drawings will be formatted and become the front of notecards. The cards will be used at the Annual Award Luncheon as part of the table decoration and be available to order in boxed sets. All proceeds will go to the Center’s educational programs. The committee recommended that this art contest can best be promoted in local community press where the schools are located, perhaps with a photo and article of the student and their winning design.

• Leverage Personal Finance Challenge – Jaclyn gave the overview of the Personal Finance Challenge including the schedule of events:
  Registration: 3/1-3/31
  Online Competition: 04/1-04/30
  State Finals: 05/7 Columbus, OH
  National Finals: 05/22 Kansas City, MO
Teachers register team of students to take the Personal Finance Challenge, which is an online test. (last year 1200 students participated statewide.) The top 10 scoring teams are invited to Columbus for the state finals. The Center hosts this State finals event. The winning team from the State Final, a quiz bowl type event, receives the state title and experience an all-expense paid trip to the National Finals in Kansas City.

The question was posed as to how this event can be leveraged to help spread awareness for Financial Literacy Month in April. The committee suggested the following;
- that the Center attracts attention to the event and connects with local media to reach out to their contemporaries in other Ohio cities and challenge them. As part of this effort see if the station(s) would do a PSA.
- Change the name of the challenge.
- Julie writes an article(s) about the event and push statewide.
- One of the students from Madeira (who went to Nationals last year) write a guest column about their experience.
- Rotate the story through all the local station shows; WVXU, News Makers, US Bank spot

Sponsorship – the Center would like leads on a local business interested in being a sponsor for this event. Bank of America did a sponsorship last year of $1500. Other ideas were to see if local businesses would want to sponsor a school or region, or adopt the State Finals Team.

- The Thought that Counts
  Julie Heath saw this phrase in part of a larger article and thought the Center might be able to build a theme or marketing plan around it. The committee is asked to brainstorm this phrase for development.

- Tentative meeting dates in 2015

  Wednesday, February 25  3:00 p.m.- 4:00 p.m.
  Wednesday, April 22 3:00 p.m.- 4:00 p.m.
  Wednesday, July 22 3:00 p.m.- 4:00 p.m.
  Wednesday, October 14 3:00 p.m.- 4:00 p.m.