Marketing Committee Meeting Recap
April 10, 2013

ATTENDEES
Doug Bolton (Chair), Julie Heath, Jaclyn Smith, Stephen Samuels, Lorrie Penner

NEXT STEPS

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<td>Today’s Learners, Tomorrow’s Leaders Visibility Discussion</td>
<td>Utilize ideas generated to develop plan for the program this year (June)</td>
<td>Jaclyn</td>
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<td>Program Brand Exploration</td>
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| EC Board Nominating Committee Recommendations (Marketing) | - Categorize Lists into the following bucket  
  - Digital  
  - Strategy  
  - Print  
  - Industry Specific: Education/Consultant/Business  
  - Look up leaders from local digital agencies  
  - Submit to Doug for next steps | Jaclyn |

DISCUSSION OVERVIEW

- **Today’s Learners, Tomorrow’s Leaders (TL2)**
  There was a discussion on how the Center can raise the visibility of the program.

  - Business Community
    - Send photos of tour back to participating business for their use in their own internal publications.
    - Send an article back to participating businesses for their use.
    - Send an article to local media.
    - Propose Internships to participating businesses directed toward the participating students in the program.
    - Once the tour site is secured ask to put up a flyer for their own employees who may have children or know kids that might be interested.
    - Invite representatives from the Tour sites to attend the closing presentation and award ceremony.

  - Students
    - Attract students for next year by having previous students tell their friends.
- Some sort of presentation within participant’s school in the fall in front of their peers.
- Casey continues to make presentations to schools targeting rising Juniors.
- Use UC Admissions new HS contact list.
- Email past participants
- Follow up on requests for Flyers off the website.
- First day of class engage the students in a contest of some sort using social media to FB or Tweet their experience daily.
- Expand the range of service area outside of Cincinnati area
- Send photos and articles to each school of participants.

- Parents
  - Invite parents to final TL2 presentation – suggested we collect their information by having them register for the breakfast that morning.

- Attracting Sponsorship
  - Current “ask” to US Bank on a grant which will be decided in early May. Also request in to Taco Bell.
  - Consider partnering with Regional Tourism / Chamber to attract potential sponsors to the program through their promotional outlets. Contact: Ellyn Van der Horst.
  - Find out about proposing TL2 to “Leadership Cincinnati” as a project for them. Contact: Dan Hurley.
  - Advise businesses that they may feel free to use the tour as a recruitment opportunity.

- Program Brand Exploration
  - In coordination with LPK the Center has been exploring diversification of the brand with use of color for the Center’s educational programs. (SMG, StEP, Alpaugh iLearn and other Community programs).
  - Working on the Education side is primary and the Research side will be secondary. Research will have a difference in look and feel, which doesn’t necessitate the use of color categories.

The group discussed recognizing LPK for their generosity to the Center in this effort. Ideas discussed were:
- Appointing them the Sponsoring business for the TL2 program for free.
- Recognizing LPK at the May 15 board meeting.
- Treating the LPK office to drink cards and/or happy hour.
EC Board Nominating Committee – recommendations for Marketing Committee

It was determined that the Marketing committee will be looking for representation on the committee from the following business areas:

- Digital
- Print
- Strategy
- Education
- Consultant
- Business

Some individuals that were recommended:

- Dan Lally – Northlich
- Michael Perry – Vehr Communications
- Dacia Snider – Soapbox
- Elisa Sonnenberg – Soapbox
- Elliott Grossman – Marketing for Lakota
- Jeanne Bernish – KnowledgeWorks
- Janet Walsh – CPS
- Jon Fishpaw – CHP
- Will Sikes – W & S Tennis

Next Steps

- Finalize candidates for the committee
- Once identified and have accepted, activate the new marketing committee members.
- Doug to present Marketing Committee activities report at the May 15 Board of Trustees meeting.

Next Meeting

Wednesday, July 24, 2013 at 3:00 p.m.
Location TBA