

Standardized Committee Meeting/Report Template

Marketing and Outreach Committee

Date and type of meeting (telephone, face to face): **07/18/22 via zoom**

Members (Present and Absent): **Jennifer Carmichael, Jackie Kelly, Kent Butterfield**

Melinda Crowl, Marketing Director

Absent: Asa Morin

Meeting start (convening) time: 1:25PM

NOTE: There was an issue with the original Zoom meeting link that was posted for this meeting. As a result, Jackie Kelly provided a new link and meeting convened at 1:25PM with Kent Butterfield connected via phone through Jackie Kelly. Jackie Kelly, Jennifer Carmichael and Melinda Crowl attended via zoom.

Strategic Goal(s) addressed:

- Improve Communication
- Increase Collaboration

Contents and summary of discussions:

Ms. Kelly started the discussion and suggested that the Committee and Board review the funds available for use to see if we have the resources to provide Board members with resources such as iPads, so that communication and delivery of materials is kept more centralized and available. Ms. Carmichael stated that this would also be a good step forward in demonstrating our efforts in being environmentally aware and more innovative.

Ms. Carmichael asked Ms. Crowl for an update on marketing and outreach efforts over the last several weeks and Ms. Crowl indicated that she has been filling in for a vacancy in Admissions and has not been able to focus much on anything related to Marketing other than outreach for hiring and new employee. Ms. Kelly noted that focus should be on the Northeast Kingdom as discussed at prior meeting but Ms. Crowl has not had much time to do much for that region given the other responsibilities she has been tasked with. Mr. Butterfield asked if we were able to get to the fairs that we had discussed previously- Turnbridge and Orleans. Unfortunately, VVH was not able to get to these events due to the staffing constraints per Ms. Crowl.

Ms. Kelly noted that she met with fellow board member Tom Costello recently and that he has many connections in and around Brattleboro that we may be able to leverage off to help spread the word about VVH.

Ms. Carmichael asked Ms. Crowl how the Board can obtain information about our outreach efforts. Is there a way to measure this? Ms. Crowl noted that information is gathered when we receive applications, if the applicant chooses to provide the info but it is sporadic. Under the impression that most applications are coming from “word of mouth” or referrals. Ms. Kelly asked for some more details to be provided in the updates Ms. Crowl provides to the Board such as the number of hits to the website or social media pages. Discussion was held around the use of the Pinnacle surveys and the potential to add a Marketing & Outreach section so that we can measure our efforts. Need to research this further. Ms. Carmichael noted that it is very important that we do some kind of tracking and measuring to see where we should be spending our time or where our efforts are working. Another suggestion was made to possibly use social media surveys for this.

Other issues/concerns addressed (if necessary):

Melinda has not been focused on marketing & outreach efforts over the last several weeks as she was back-filling for Admissions. The position has since been filled and Melinda will be shifting back to her marketing & outreach duties but she is the go-to back-up when the Admissions area is short-staffed. This is something to keep aware of as it will prevent her from assisting the Board with outreach efforts as we move forward with our strategic plan and goals.

Findings and Recommendations (if any):

Attachments (as required): **None**

Meeting end time (adjournment): 1:47 PM

Committee Chair (**Signed and Dated**)

Jennifer Carmichael 7/18/2022