

Outreach & Marketing Committee Report

Date: 11.21.2023

Meeting Type (telephone, in person, zoom): Microsoft Teams and Telephone

Board Members Present:

1. Jennifer Carmichael- Chair
2. Kent Butterfield
3. Jackie Kelly

Board Members Absent:

1. Catherine Tester
2. Richard Setzer

Invited Guests (staff members):

1. Melinda Crowl
2. Asa Morin

Meeting Start Time: 4:00PM

Strategic Goal(s) addressed:

Increase Collaboration

Increase Communication

Contents and summary of discussions:

- Ms. Crowl provided an update on the many activities VVH has participated in over the last several months. There has been an increase in our participation in activities throughout 2023 as COVID restrictions have diminished. She found most of them to be beneficial in getting the word out about VVH. She reported that there is increased traffic coming to the website as well. Ms. Carmichael stated that is likely due to the increase in our activities both on and off of social media and something that should be highlighted. Discussion was held about the metrics from social media and how to demonstrate some of that activity to the Board in the future. While VVH is targeting a lot of the Veteran population through traditional communication methods, there was discussion about the impact of social media further and how to leverage that more as the Veterans who will be service connected in the future are likely on social media now.
- Discussion was also held about partnering with other Veteran's organizations to educate them on what VVH is and does. Ms. Crowl has stated that she has found that many of the organizations we have partnerships with have experienced high turnover and not everyone is aware of VVH or what VVH does. Discussion was held among the Committee about possibly doing a seminar or "get to know VVH" day at some of these partners locations in 2024. This may need participation and/or support from Board members as Ms. Crowl and Ms. Morin have their daily duties. Something for the Board and the leadership to discuss further how we can tackle this.
- Calendar of events was discussed and where it is placed on the website. Ms. Crowl to begin to provide links in Board updates so that Board goes to the website.

Census: 93/ 7 (Dom)

(email Report within 5 days of meeting to President De Gasta, Melinda Crowl and Robyn Boland)

Admissions currently on hold due to construction in the home and residents being moved around. This is known/ planned and previously communicated by Ms. Morin and Ms. Jackson at other BoT meetings.

- Outreach & Marketing budget was discussed and what may be needed going into 2024.

Other issues/concerns addressed (if necessary):

No issues or concerns although Ms. Crowl indicated that when she goes to events in northern Vermont, the public generally knows of VVH but state that it is too far away.

Findings and Recommendations (if any):

1. Ms. Morin and Ms. Crowl to research potential training opportunities for Melinda to expand her knowledge further on social media to further leverage those tools in the future as they continue to evolve.

Attachments (as required): None

Future Agenda Items:

1. Budget YoY Comparison
2. TBD

Meeting end time (adjournment): 4:36PM

Jennifer Carmichael

11/21/2023

Committee Chair

(sign and date)

(email Report within 5 days of meeting to President De Gasta, Melinda Crowl and Robyn Boland)