***SCTEM Marketing Meeting 10/17/2017***

**Attendees:** Linda Wilson, Joe DeMille, Cathy Young, Robin Hansleman, Anna Blissick, Ann Siegle, Erica Brown, Carolynn Blankenship, Jeff Derr

**Dial In:** 1.877.873.8017 pc:726187#

**Member Survey**

* Conference survey yielded 37 responses
* A member survey will be sent out. Survey structure feedback to Joe by October 31st.

**Content:**

* **Development (marketing committee)**
  + What topics are relevant to Collegiate & supplier members
    - EDU = Breaking News, Airline ticket class info, Sharing Economy Policy, RFP templates
    - Suppliers = to be determined
    - Joe & Carolyn working on Diamond and Gold sponsor content with those suppliers. Diamond = 2 Webinars & 2 White Papers; Gold = 1 Webinar & 1 White Paper
    - For additional suppliers, we should offer a content pricing option as we will need more content to keep the site relevant – must not be sales related but rather thought leadership. Push option out to existing supplier base to start.
    - Content developed from the EDU level – post survey, we should determine which EDU’s would be willing to provide a case study or learning that would benefit members
    - All content will be member only
  + Proactive – one a month may be more a good approach for SCTEM. Identify this on our calendar
  + Case Study Development:
    - SCTEM case (unique to SCTEM, shared to publications as press release)
* **Planning and Organization**
* Jeff sending out a contact roster to committee members where we will also have which social media each member is willing to participate with SCTEM
* Marketing Committee to let Jeff know which tools they can work with in order for the committee to collaborate and communicate
* Full comm calendar so we can see everything to be input and managed by Anna & Taylor. Ann working with them on this now.

**Social Media**

1. **LinkedIn –** 449 Followers. Increase discussion area of this board for potential content. Joe to look into proper naming of organization so that it is more easily found in search on LI.
2. **Facebook –** 34 Followers; 31 Likes
3. **Twitter –** 91 Followers

Who are our followers on FB and Twitter thus far?

**Advertising**

* **E-mail marketing:**
  + Need to develop & send email plan to marketing committee members
  + Email goal: 539, increase by 25% by end of Conference (combo of social and membership outreach)
  + Newsletter – separate from our regular email, informational only – e.g., e-class on airlines, the travel executive orders (info sits on web site). To forward to colleagues.
  + Landing page for membership committee to send people to that has a CTA for signup for e-mail list (separate list, prospects) (Taylor) 120 new additional members
* **Member-to-member marketing:**
  + Member quotes from the conference (video)
  + Set up a small quick plan and tools for members to introduce others to SCTEM (membership and conference)
  + Sponsor of SCTEM logo (Gold to Bronze, Diamond to get a unique logo)
  + Contest for member to member recruitment (membership committee)
  + Member to member access with member database? Work with membership committee on this – board of directors needs to decide.
* **Publications/Paid Advertising**
  + Check on results of our recent ad
  + We can look at cheaper forms of messaging advertising through FB and LI

**Partner Organizations (to be discussed at next meeting)**

* Collaborate with publications for unique content for their readership
* Potential partner organizations:
  + [http://www.naepnet.org/](http://www.naepnet.org/" \t "_blank)
  + [http://www.nacda.com/cabma/nacda-cabma.html](http://www.nacda.com/cabma/nacda-cabma.html" \t "_blank)
  + <http://www.nacubo.org>
* the Business Officer (NACUBO pub)