

AzNN Social Marketing Subcommittee Meeting Minutes

DATE: Friday, November 6, 2015

LOCATIONS: iLinc

PRESENT:

Organization	Name
AzNN	Sue Briody, Stephanie Martinez, Noelle Veilleux
Evaluation	
Maricopa HD	Sonia Charry
Maricopa Ext	Cristina Guterman
Mohave HD	Melissa Palmer

Agenda Item	Details
Item #1	<ol style="list-style-type: none"> 1. Getting to Know You (Name, organization, social marketing experience) <ol style="list-style-type: none"> a. Sue Briody, AzNN: Designs all campaign materials and things between campaign for AzNN, maintains EatWellBeWell.org, no live/taped media experience (typically pitched to local agencies), coordinated campaigns for tobacco prior to joining AzNN b. Sonia Charry, Maricopa County: Creates communications materials (primarily print) and communication strategies, has done interviews for print but little live/taped media, previously has done social media marketing and online marketing for non-profits c. Cristina Guterman, UANN-MCCE: Specializes in material development, led development of UANN-MCCE site, loves graphics work d. Melissa Palmer, Mohave County: Creates multiple newsletters and manages Facebook account, has done newspaper stories previously e. Stephanie Martinez, AzNN: Peripheral involvement in social marketing campaigns prior to this role, has done a few print interviews f. Noelle Veilleux, AzNN: Has written some blog posts and social media content in limited capacity, no media interviews
Item #2	<ol style="list-style-type: none"> 1. Marketing Subcommittee Objectives <ol style="list-style-type: none"> a. Reviewed committee's objectives and purposes behind those objectives b. Will send objectives to committee members and upload to committee section of AzNN site
Item #3	<ol style="list-style-type: none"> 1. Templates – What's needed? <ol style="list-style-type: none"> a. Partner satisfaction survey showed desire for more involvement in material development

	<ul style="list-style-type: none"> b. Will need to set up a review process to help achieve goal of consistent look and feel in materials statewide c. Would like to set up standard templates that can be used for most frequent types of collateral by local agencies statewide d. Discussed possible timeline of rebranding research and development; not likely that the subcommittee will have a role in FY16 but may have input in FY17 e. Action Item: Send Sue Briody 1-2 pieces of collateral that are frequently used (assigned: all committee members)
Item #4	<ul style="list-style-type: none"> 1. Marketing Review Process – What works best? <ul style="list-style-type: none"> a. Each member shared their agency’s review process, both internal and with AzNN b. As a review process is developed, timelines will need to account for internal and AzNN lead times, especially for local campaigns
Item #5	<ul style="list-style-type: none"> 1. Marketing – What do you want to learn? <ul style="list-style-type: none"> a. Cristina would like to learn about the ADHS process and audience-specific nuances/diction b. Melissa would like to learn about effective messages and do’s and do not’s of creating effective materials c. Sonia would like to know about research on effective messages and behavior change d. Possibilities of SM 101 (such as that conducted with AzNN interns) and the process for social marketing were discussed e. Stephanie shared that ADHS is working with the Plain Language Institute on bringing a workshop to Arizona in February
Item #6	<ul style="list-style-type: none"> 1. Other/Next Steps <ul style="list-style-type: none"> a. All members should complete action item listed in note 3-E b. Subcommittee leads will put together a survey that will be included in a biweekly update for all local agencies to assess template needs c. Next meeting will be Tuesday, December 1st, 10:00 AM-11:00 AM via iLinc
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