

SCHC Outreach & Communications Committee Call

22 Feb 2018*

*January meeting was skipped due to leadership change

Attendees: Beth B., Beth T., Danielle S., Denese D., Josh N., Renee W.

Topics:

1. Beth gave updates from the Feb BOD meeting. One of these was that they approved a new marketing plan with AMM. This means we will have a new publication process for the newsletter.
2. Beth T is drafting an announcement to send out to SCHC members telling them to refer newsletter articles to Renee and Danielle. Need to get articles for a March newsletter. We will also announce that 'we're back' in the March newsletter.
3. Renee and Danielle will coordinate with Jen to get a contact for AMM and discuss review and publication procedures.
4. Speaker's Bureau: committee was tasked with adding a procedure to the Speaker's Bureau process that gives the Outreach Committee a way to approve SCHC representatives at external events. Decided that it does not make sense to include this with the Speaker's Bureau process, so Renee will draft a procedure for March BOD meeting.
5. Renee will ask Lori to update Speaker's bureau listing.
6. Press release: discussed coming up with emails for SCHC meeting press release. Decided to talk to the marketing team about this.
7. Trademark: The trademark has been approved. Beth T will get Lori a list of document types needing this change.