

SCHC Outreach & Communications Committee Call

25 Feb 2016

Attendees: Denese D., Gary W., Danielle S., Dan L., Rachel Q.

Topic: SCHC Trademark Registration

PorterWright will be providing us with updated information for the Board, specifically: *clarification of the costs for the various trademarkings and their definitions. If the 4 recommend are the customary ones, then perhaps some reason they are beneficial. If there are more choices, perhaps it would be educational for the Board of Directors to have those indicated as well.* Once the updated info is received, it will be provided to the Board for further approval on the Trademarking of the SCHC logo.

Topic: Newsletter

Board has approved a 6 month contract with m2 for Newsletter publication. Revised contract has been provided to Darlene for signing; a request has been made for m2 to make a slight revision to page 2 of the contract. Upon receipt of the modified 6 month contract, Darlene will provide us with a signed copy so that we may proceed with Newsletter issuance in March (2016).

Topic: Speakers Bureau and Elevator Pitches

All issues with questions on the Speakers Bureau have been resolved. All current non-members have been removed from the distribution list. Lori will perform an additional cleanup on the list following the Spring 2016 Meeting. Darlene has been updated on status.

Will ask Elizabeth about the status of the Elevator Pitches and if these are currently found on the SCHC site.

Topic: Newsletter Guidelines

The Board has asked that we develop guidelines for Newsletter content. The Social Media Guidelines have been provided for reference. Discussion around a policy resulted in the following concepts:

Policy Guidelines – there may be ads, (not endorsed by SCHC) which may appear in links to articles, etc. included in the newsletter. Linking to sites with advertising is inevitable as free content (which may be accompanied by ads) is valuable to users. Draft of the policy will include the statement: *Any commercial references are part of an article and are NOT BEING PROMOTED by SCHC.* [Confirming that we are not intentionally promoting other businesses.] It was agreed upon that links to articles, announcements, training offered by governmental agencies should ALWAYS be allowed for inclusion in the Newsletter. To potentially minimize the concern of promoting competitive groups, the only article/link types allowed will be of those to free events, etc.

In addition, it was suggested that we could perhaps provide our policy to m2 and see if they can use our guidelines to filter articles or offer additional suggestions. Gary will follow up with m2 and see if they can check the upcoming Newsletter edition (March 2016) for content relative to what we propose in the Guidelines document.

A draft Guidelines document will be issued to the Committee for review/comments late next week. Once agreed upon by the Committee, the document will be presented to the Board for approval.