

SCHC Outreach Committee Call

25 October 2018

Attendees: D. Svestka, R. Warner, A. Das, E. Weir, B. Bidstrup, I. Kasimba, J. Zhang, C. Gioiello

Topics:

1. T Shirt logo contest
 - a. How do we want to kick this off?
 - i. Get something kicked off on Social Media
 - ii. Parameters
 1. SCHC logo
 2. Celebrating 40 years
 3. Professional
 4. Feedback date
 - iii. Flyer on social media
 - iv. Email them directly to me
 - v. Social media email
 1. Reach out to Lori to confirm and see if I can have
 2. socialmedia@schc.org
2. SCHC App Responsibility
 - a. Thoughts on President's suggestion that Outreach take over the App.
 - i. Is it just activity feeds and notifications – then okay
 1. To what extent?
3. 40th Anniversary
 - a. Generate ideas to begin working on this prior to Spring meeting
 - b. Sharon – need to reach out to her for:
 - i. Old images
 - ii. Historical Records
4. Committee Updates in Newsletter
 - a. Reach out to each committee chair with the request for the 2-3 sentences and maybe suggest to them that they could summarize from their monthly meeting minutes.
 - b. Quarterly updates – beginning of every quarter.
 - c. Danielle Svestka
5. Membership Spotlight
 - a. Romil Limson – romil.limson@arkema.com
 - i. December
 - b. Glenn House – ghh@gougeon.com
 - i. November
6. Board Report – AMM
 - a. Discuss any additional ideas so that Renee can work on this prior to the November BOD meeting.
 - i. Add in 40th anniversary activities
 - b. Give a recommendation on their services?
 - i. Attend at least one meeting

- c. Value/Return
 - i. Social Media – include YouTube
 - ii. Newsletter
 - d. Subjective responses
 - i. Have they been useful? Can we do it without them?
 - ii. Turnaround time on the newsletter.
 - e. More support or driving force?
 - f. Get with Web committee to come up with a recommendation
7. Newsletter Review Process
- a. Renee proof first draft
 - b. Second draft sent to committee
 - c. Final draft reviewed by Renee, Danielle and Julia?
8. Talk with SCHC's trademark counsel regarding use of SCHC's logo on Members' websites and determine need to change SCHC from a TM to a [®] on documents
- a. Ask AMM for a search and replace
 - b. Who designs the logo? Ask Lori.
 - c. Identify where the changes need to occur.