

SCHC Outreach & Communications Committee Call

25 September 2018

Attendees: D. Svestka, R. Warner, D. Deeds, I. Kasimba, M. Thomas, K. Austin, C. Gioiello, K. Squelch, J. Diebol

Topics:

1. New Members
 - a. We had three new members join our committee during this meeting:
 - i. Inez Kasimba
 - ii. Katy Austin
 - iii. Kelsey Squelch
2. SCHC App
 - a. Jennifer Mahoney asked us if we would be willing to handle push notifications/activity feed posts on the SCHC app and tie it together with other social media processes.
3. Meeting invites
 - a. Added new members to monthly call.
 - b. Decided to keep it at the same time for now.
 - c. Put a week reminder on the meeting invite so it would remind us earlier about the committee calls.
4. Newsletter Ideas:
 - a. Fall Meeting Highlights
 - b. New Members – Will be our Membership spotlight section.
 - i. Other nominees for membership spotlight
 1. Romil Limson – romil.limson@arkema.com
 2. Glen House – ghh@gougeon.com
 - c. Try to get feedback from other committees to share their projects in our newsletter. (Discuss flow of communication with Atanu), ask AMM to help?
5. Social Media
6. AMM
 - a. Created dashboard with a to-do list
 - i. <http://www.tampamarketingplans.com/schc-project-page>
 - ii. Need to follow up with them and ask if there is a place to drop photos from members.
 - b. Metrics
 - i. Need to create a board proposal to expand our contract with AMM
 1. May will send Renee the metrics she has tracked for SM
 2. Have AMM look at video metrics
 3. Newsletter click rates (These have altered, need to explain. Benchmark with information from Lori)
 4. Propose a 3 month extension
7. 40th Anniversary

- a. Get with Sharen, Dan and Michelle to see how we can reach out to distinguished members.
 - i. For membership spotlight, show a current member next to a distinguished member and compare the industry “What was industry like when you joined SCHC”
 - ii. T-Shirt social media contest
- 8. Topics for next meeting:
 - a. T Shirt logo contest
 - b. SCHC App Responsibility
 - c. Outreach/Alliance Activities
 - d. 40th Anniversary