

AzNN Social Marketing Subcommittee Meeting Minutes

DATE: December 1, 2015

LOCATIONS: iLinc

PRESENT:

Organization	Name
AzNN	Sue Briody
AzNN	Ryan Lang
AzNN	Stephanie Martinez
AzNN	Noelle Veilleux
Evaluation	Laurel Jacobs
Maricopa HD	Sonia Charry
Maricopa Ext	Cristina Guterman
Mohave HD	Melissa Palmer
Navajo HD	Cherilyn Yazzie

Agenda Item	Details
Welcome—review minutes	No comments
Templates—what’s needed	<ul style="list-style-type: none"> • <i>Flyers from UANN-MCCE</i> <ul style="list-style-type: none"> ○ Brochures distributed to site partners who are interested in services ○ Template used for 11 different types of services (workshops for teachers, adult classes, school and community gardens, etc.) –same look and feel with different content ○ Icons are appealing, contact info and next steps are actionable, helps partners plan with details like how long each lesson is ○ Created in Illustrator • <i>Flyers from Mojave County</i> <ul style="list-style-type: none"> ○ Tear-off flyers for promoting MyPlate for My Family and monthly Garden Updates for schools ○ Tear-off flyers shared with partners to recruit participants for direct ed ○ Created in Publisher • <i>Healthy retail</i> <ul style="list-style-type: none"> ○ Healthy tips from ChooseMyPlate.gov “10 tips” series on radio; intent is to have stores play them over PA while people are shopping (will need “Presented by…” and USDA disclaimers on scripts) • <i>How to share?</i> <ul style="list-style-type: none"> ○ Save in Illustrator and in Publisher? Could have graphics created in Illustrator, saved as graphics and put into Illustrator layouts, have a graphics library for icons, etc.; each partner can then customize content ○ If templates are approved for partners, would be nice for all contractors to have access if all that needs to be changed is a logo

<p>Brighten the Family Table Campaign</p>	<ul style="list-style-type: none"> • New commercial pops up as soon as you go to the “Parents” section of EatWellBeWell.org • Materials are available on order form on the site, just waiting for the kids poster which will be either right before winter break or as students return after winter break • New contractor downloads available • New data on campaign performance will be available next week • Discussion about impact of promoting recipes featured in ads versus directing to site in general (would be nice for continuity to show the specific recipes, but previous campaigns that promoted recipes had higher bounce rates than campaigns that directed to site in general) • Can make more connections between broad campaign message and specific actions promoted by contractors to support that behavior change
<p>Marketing—what do you want to learn</p>	<ul style="list-style-type: none"> • Approval processes through AzNN and USDA • Please send any other ideas
<p>Other/Next Steps</p>	<ul style="list-style-type: none"> • Sue: Share PPT with templates to see if templates shared are ones that partners will want to use, as well as campaign performance to show how campaign impacts site traffic (all calls to action are directing people to site) • Sue and Sonia: Include AzNN and USDA approval processes in next subcommittee meeting • All: Review minutes from previous meeting and committee objectives; send Sue ideas for upcoming training/education topics
<p>Next Meeting</p>	<p>Tuesday, January 5, 2016, 10:00 – 11:00 AM via iLinc</p>