



AD HOC MARKETING COMMITTEE MEETING
Tuesday, April 28, 2015, 10 a.m.
15506 County Line Road, Suite 103
Spring Hill, FL 34610

Committee Members Present: Deacon Scott Conway, Chair; Pat McHugh

Committee Members Present via Phone: Beth Narverud, Jean Rags

Coalition Staff Present: Jim Farrelly, Laura Isaacs, Betsy Kier, Sherri Sabadishin

Others Present: None

I. Call to Order and Welcome – Deacon Conway, Chair

Deacon Conway called the meeting to order at 10:03 am.

II. Approval, Minutes from April 2, 2015 Ad Hoc Marketing Committee Meeting

Deacon Conway requested a motion to approve the minutes from the April 2, 2015 meeting. Ms. Rags so moved and Ms. Narverud seconded the motion. All were in favor with no abstentions and the motion carried.

III. Review, Existing Coalition Materials, Description of Coalition/Foundation

Mr. Farrelly explained the Marketing Committee is an Ad Hoc committee developed from a concept identified through the Strategic Planning meeting. Many parents are not aware that VPK is offered to all children as is financial assistance for childcare for working poor families or parents attending school. The Coalition needs to reach 85-90% of the families in our communities to successfully market VPK.

School Readiness has many more children requiring serviced then available funds. Mr. Farrelly suggested marketing VPK to every eligible parent. There is a large gap from children with VPK instruction vs. children attending kindergarten without. Deacon Conway attested to this from his view both educationally and socially. Mr. Farrelly explained that previously the Coalition had \$20-25,000 annually available to market the Coalition and VPK through mailings and billboards.

Ms. Rags stated that QRIS and quality will help market centers. Contact has been made with Bay News 9 by Ms. Rags and the QRIS coordinator. Mr. Farrelly suggested avoiding spending dollars until after these contacts are finalized.

Ms. Narverud stated a plan is needed so opportunity is not lost. Ms. Rags stated that the billboards were a big hit and something to be considered. Deacon Conway stated the Coalition need to drive the mission so people see the value in the program.

Committee members reviewed the press packet and Mr. Farrelly explained it is used for media purposes as well as for administrative hiring. The following marketing ideas were discussed:

- Targeting low income housing authorities
- Targeting poverty sections in Hernando County
- Target health departments, pediatricians, community outreach events
- Second Coalition Mobile Outreach Van will be re-activated
- Marketing material needs to be attractive and free – short, concise and to the point
- Develop a cell phone app
- Walmart advertising (MS. Kier explained that six (6) Walmart stores were contacted to allow an information table in their parking lot. Only one responded and participating staff members were not successful in distributing information.)
- Social media such as Facebook is key
- Speakers Bureau
- Elevator speech
- Billboard for VPK

Deacon Conway stated he will work with Ms. Isaacs on putting together a Facebook page and information for a billboard. Mr. Farrelly will work with Ms. Isaacs on putting together an elevator speech.

Mr. Farrelly stated that approximately 86% of VPK parents hear about the program through word of mouth.

IV. Other Business

None.

V. Public Input

Mr. Farrelly introduced Ms. Laura Isaacs as the Coalition's new Communications Specialist.

Mr. McHugh suggested two (2) longer term ideas:

- Identify every point of contact for families with young children
- Think about our own language

Mr. McHugh suggested changing “providers” to “affiliates” may strengthen relationships, i.e., childcare vs. education. Deacon Conway agreed.

Ms. Kier stated that explaining language options are important and are currently being discussed within the EFS system. What parents see is not what Coalition staff does. Ms. Kier briefly explained the EFS system.

VI. Selection, next Ad Hoc Marketing Committee Meeting Date

Mr. Farrelly explained that Ms. Jakubauskas will send a “doodle” to committee members to set a meeting for the first or second week of June.

VII. Adjournment

Mr. McHugh moved to adjourn this meeting of the Ad Hoc Marketing Committee. The meeting was adjourned at 10:45 am without further discussion.

Respectfully submitted by,

Sherrri Sabadishin
Provider Specialist