

Marketing & Communications

(JoAnne Lewis, Vice Chair)

Committee: Candace Boothby, Jerry Connell, Rebecca Jones, Bill Rogers, and Cindy Williams

Purpose: The purpose of the Marketing & Communications Division is to develop marketing communications and strategies for GACCE, with the goal of growing membership, maximizing participation, and increasing the overall value of the organization.

OBJECTIVES:

1. MEMBERSHIP SURVEYS

- Weekly Q&A – consider blog link from e-mail
- Identify topics

2. NEWSLETTER

- Determine monthly or quarterly – look at current version & determine any changes necessary
- Executive interview / Q&A

3. COMMUNICATION AWARDS

- Review application process & determine if we should continue program

4. TECHNOLOGY

- Work with DelPhi Communications to offer online registrations
- GACCE website – review content as necessary
- Review current Facebook page – may need to take down and create new “like” page

5. NEW COMMUNICATIONS

- Did You Know? – monthly e-mail, 12 topics
- Highlight award winners, board members, IOM grads, etc.