



## Communications Committee Report

Prepared by: **Dave Krause, Chair**

Date Submitted: **October 1, 2017**

### Meetings:

**Date:** June 20, 2017, 10:00am Central Time via conference call

**Participants:** Dave Krause, Chair; Rebecca Johnson, John Suffern, Jim Urban, J. Eric Smith

**Topics:** President and CEO Smith summarized the establishment of the Communications Committee. Discussion of committee goals: 1) Identify 1-3 focus areas for strategic plan and 2) Identify rubrics on how to measure success of implementation of strategic plan

**Actions:** Forwarded 3 strategic goals to Eric Smith

**Date:** July 18, 2017

**Participants:** Dave Krause, Chair; Coe Roberts, John Suffern, Jim Urban, J. Eric Smith, Karen Lindell

**Topics:** Committee reviewed the Strategic Plan document and agreed that the prioritization was good. Karen Lindell will add the 2016 analytics and it will be sent back to the Communications Committee. *Develop new research dissemination strategy* was identified as a top priority with *maximize resources by channeling contact through other organizations* a subset. Committee agreed that a new logo would be considered when rebuilding website. Goal is to seamlessly integrate the TREE Fund website, Tour website, Qgiv donation site, Crowdrise site and WizeHive. Communications Committee will develop and submit budget recommendation to the President and CEO to consider in developing 2018 operating budget by September 20. The 2018 budget will include a discrete communications line, rather than being split between Tour, Office, etc. President and CEO will evaluate marketing agency and paid advertising in 2018 as part of operating budget. Further discussion on communications strategic goals and prioritized implementation.

**Actions:** Refined 2 formats for communications strategic goals

**Date:** August 15, 2017

**Actions:** Meeting was Cancelled

**Date:** September 19, 2017, 10:00am Central Time via conference call

**Participants:** Dave Krause, Chair; Rebecca Johnson, Joanne Littlefield, Randy Miller, John Suffern, Karen Lindell

**Topics:** Karen reviewed communications calendar and summary of communications. Committee recommended adding methods of disseminating research via flyer, e-blast, website, social media and print ads at year end with summaries of final reports and including links to TF website. Links will be added to citations for presentations made throughout the year. Committee also suggested a quarterly impact blast. Committee agreed that the following metrics should be tracked in addition to any recommended by marketing agency conducting analysis: website: visitors, percentage of new visitors, time spent on page; social media: followers and likes; e-blast: open rate (desktop and mobile), click through rate, bounce rate, unsubscribe rate. Committee suggested hiring a consultant for one month to assess effectiveness. Suggestion was made to add videos to capture attention for research and appeal for contributions. Brainstormed names for rebranding the TREE Fund bulletin and discussed budget options for communications line item in budget.

**Actions:**

- Agreed on metrics for Website and social media tracking.
- Top three suggestions for newsletter: *Tree Press*, *TREE Fund Barker*, *TREE Fund Heartwood*. Karen Lindell will poll staff. Committee was asked to email additional suggestions to Karen Lindell.
- Suggested starting point for budget at \$50K based on current advertising costs and rebranding, website work, etc.

**Accomplishments:**

- Developed *new* communications plan with outline for strategic plan
- Recommendation on metrics for communications, primarily social media
- Budget recommendation
- Provided additional Names for rebranding TREE Fund Bulletin

**Objectives for the next 3 months:**

- Develop strategies for dissemination of research communications.
- Discuss advertising opportunities in additional industry or outside publications
- Review any progress RFP for rebranding website, logo and newsletter.

**Next Meeting Date:** October 17, 2017