



Communications Committee Report

Prepared by: Dave Krause, Chair

Date Submitted: November 19, 2017

Meetings:

Date: October 17, 2017

Participants: Dave Krause, Chair; Rebecca Johnson; John Suffern; J. Eric Smith; Karen Lindell

Topics:

- Communications Dashboard/Circulation
- Budget
- Google Ads
- New Business

Actions:

- The number of sent emails and number of opens (along with percentage of opens) will be added to the report. The terminology will be revised to “click through” vs. “email clicks.” The end of year stats will be used as the starting benchmark.
- Committee recommended ad placements in ASCA and SMA publications., website work, etc.
- President and CEO Smith is currently preparing the 2018 TREE Fund operating budget, which will feature a consolidated expense account for Communications.
- Karen Lindell will review details and benefits of Google Ads with social media consultant.
- STIHL will not be a partner in 2018 and have been asked them to shut down the STIHL Tour des Trees website December 31, 2017 redirect to TREE Fund website. STIHL has been asked to share their media contacts and clarify who owns graphic marks.

Accomplishments:

- Davey has committed to 2018 media support (pick up STIHL loss).
- President and CEO Smith announced that the Tree and Soil Research Fund for Landscape Architecture will be proposed for Trustee approval this week; this new fund has a \$500,000 goal by the end of 2019. President and CEO Smith submitted articles for ISA Arborist News and UAA Newslane.
- Research findings will be documented for distribution in TREE Press and outside publications.

Objectives for the next 3 months:

- Current and new partners will be solicited for 2018 support at TCI Expo. 15th anniversary appeal will be sent this month signed by President and CEO Smith and Hyland Johns.
- President and CEO Smith will be looking for capacity building grants to underwrite website and other communications platforms updates in 2018, per budget notes above.
- Mailing will be sent to 50 key influencers in landscape architecture field by year end.
- Evaluate using “snail mail” to issue a quarterly TREE Press, supplementing the monthly digital one, within budget constraints noted above.
- Updates on new partners and impact on communications.