



## **Communications Committee Report**

**Prepared by: Dave Krause, Chair**

**Date Submitted: September 12, 2018**

### **Meetings:**

#### **Date: May 15, 2018 Meeting**

- Information was included in report at Trustee Meeting May 21, 2018

#### **Date: June 19, 2018**

**Participants:** Dave Krause, Chair; Rebecca Johnson; Brandon Gallagher Watson; Mundy Wilson Piper; J. Eric Smith; Karen Lindell

### **Topics:**

- June TREE Press review and mailing
- Brian Kane will be featured in the next Research Report in September
- J. Eric Smith and Karen Lindell met with Davey regarding Tour communications plan
- May Tour promo raised ~\$9,000 for Arborwear pants
- Last Tour promo is currently running for an Arborwear jacket
- Social Media: focus on tying general interest posts back to TREE Fund programs/news
- Brandon Gallagher Watson offered to review annual report and send suggestions for next year's report which will be sent in March 2019. He also explained the hub and spoke model using a central theme to be used for a selected period of time.

### **Actions:**

- Karen Lindell completed Tour recon in Ohio, visiting hosts and sites
- Ads placed: thank you to donors, apply for Fall grants in Arborist News, Webinar promo ads
- President and CEO Smith is actively managing TF Twitter account using findings from detailed Kansas State Social Media Audit Report (all should have received).
- AA webinar: J. Eric Smith presented on UARF
- Social Media Development Plan: Recommended using a calendar to schedule posts. Recommended crafting postings enticing to share; include kudos to Partners; emotional touch. Select a social media theme for September.

**Date: July 17, 2018**

**Attending:** Dave Krause, Chair; Rebecca Johnson; Randall Miller; Mundy Wilson Piper; Jim Urban; J. Eric Smith; Karen Lindell

**Topics:**

- July TREE Press sent with Spring cycle awards
- Research Report was printed, mailed and added to Liaison Toolbox
- Utility Arborist Newslite UARF ad
- Davey press releases
- Facebook Professor Pricklethorn announcements
- Flyers on Professor Pricklethorn events
- Signage for Tour, Jersey design with logos, June Ride Guide, New rider communication pieces
- Rider fundraiser leaderboards
- Ohio newsletter article
- Last fundraising promo in June raised ~\$30,000

**Actions:**

- Committee members submit ideas via email for fortune cookies for ISA Trade Show Booth.
- Social Media Development Plan tabled until next meeting when Mr. Watson is in attendance.
- Research Report Comments: Ms. Johnson noted that Dr. Wolf and Dr. Arnold will be speaking at their conference; Rebecca would like to add the Research Report to their newsletter. Mr. Urban inquired about adding the Research Report to his blog site.

**\*\*\* There was no meeting scheduled for August due to ISA & TREE Fund event \*\*\***

**Date: September 18, 2018**

- Will be included in next quarterly report since past deadline.
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**Accomplishments:**

- Annual Report will have a new 'polished' look that will be produced professionally (estimate will be provided for Communications 2019 budget).
- Social Media is being managed more effectively
- May Tour promo raised ~\$9,000 for Arborwear pants
- Attended ISA TREE Fund Booth and assisted with TREE Fund After Hours

**Objectives:**

- Next step to develop defined brand voice
- Develop list of new partnership and individual prospects for 2019 (*with Development and Liaison Committees*).

**Next Meeting (with Development & Liaison Committees): October 4, 2018**

**Next Communications Committee Meeting: October 16, 2018**