



Communications Committee Report
Prepared by: Dave Krause, Chair
Date Submitted: November 23, 2018

Meetings:

Date: Sept. 18, 2018

Participants: Dave Krause, Chair; Rebecca Johnson; Brandon Gallagher Watson; Randall Miller; J. Eric Smith; Karen Lindell

Topics:

- Davey PR coverage of Tour was very successful and was featured in Nursery Management magazine
- Survey results rated communications before and during Tour 4.6 & 4.7 respectively on a scale with 5 being top score.
- ISA Booth top items for future research were 1-Safety, 2-Roots/Soil, 3-Climate Change, 4-Pests, 5-Workforce issues.
- Karen identified local ISA Chapters to increase awareness and promotion of TREE Fund webinars.
- Brandon Gallagher Watson recommended a posting calendar with monthly theme (hub and spoke method where central theme is surrounded by varying types of social media)
- Discussed strategic plan
- Animated video messaging. Consider content not be dated to allow more utilization throughout the year.

Actions:

- Advertisements (print) were posted in Arborist News, UAA NewsLine and TCIA Magazine.
- Sent out Aug & Sept. TREE Press.
- Press release sent out for Spring Grant/Scholarship Awards
- E-Blasts on 2019 Tour & webinar with Dr. Brian Kane on Arboricultural Biomechanics.
- Updated Liaison poster with spring grant/scholarship awards
- Reviewed list of potential partnerships.
- Karen Lindell will look for 'in-kind' partnership opportunities (vs just financial contributions)
- Requested \$7,000 be included in 2019 budget for animated videos

Date: October 16, 2018

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

Topics:

- Reviewed print advertising and new host for website.
- Discussed budget for 2019 to submit to Audit and Finance Committee by November 1.
- Planning for 2019 Tour, colors, theme and marketing style.

Actions:

- Year-end appeal ad was placed in industry publications
- Poster prepared for TCI EXPO with focus on Felix Scholarships & workforce development
- Brandon Gallagher Watson designed a new webinar logo
- Created social media calendar (of topics for Twitter, Facebook, etc.)

Date: November 20, 2018

Attending: Dave Krause, Chair; Randall Miller; Mundy Wilson Piper; Brandon Gallagher Watson, J. Eric Smith; Karen Lindell

Topics:

- Webinars for November & December
- Year-end appeal for TREE Fund.
- 2019 Tour emblem.
- Boosts on social media showed good results
- Reviewed Twitter and Facebook activity
- Suggestions for survey for content, timing and number of questions
- Suggestion to tie Saluting Branches event with Tour des Trees due to overlap on Wed.

Actions:

- New 2019 Tour des Trees emblem created by Brandon Gallagher Watson approved.
- Perform another social media audit in 2019
- Request Liaisons to follow TF social media and share our posts
- Conduct Customer Satisfaction Survey via Survey Monkey

Accomplishments:

- New Webinar Logo
- New Tour des Trees Logo
- Tracking social media responses on Twitter and Facebook
- Karen Lindell working with ISA Chapters to improve promotion on their websites

Objectives:

- Budget Approval
- Continue social media tracking metrics
- Identify additional corporate partners