

Social Marketing Committee Meeting Minutes

July 19, 2006

3:00 p.m. – 4:30 p.m.

Participants:

Tina Clark-Co-Chair, Paula Masselli Co-Chair/Parent, Brianne Masselli-Youth Coordinator, Arabella Perez-Project Director, Chris Copeland Executive Director, TCMHS, Adam Blais-Youth Representative, Andrew Snowman-Youth Representative, Eddita Felt-GEAR

Issue	Discussion	Person(s) Responsible
1. Introductions	Roles	All
2. Web Site	<p>Tina spoke about what the calendar would look like and that she was looking for prices. Brianne mentioned that some sites are free or you just pay for some software. Tina wanted more information from NTNT.</p> <p>Concerned about the confidentiality, accessibility and translating into other languages.</p> <p>On the site we could add newsletters, calendars, minutes and links to other sites.</p> <p>Andrew suggested that we add service links. There was discussion around how the site is set up reflects the population we serve. The web site will continue to be a work in progress.</p> <p>Arabella asked what does the web master need from us at this time. Tina will follow up with the web master relaying information at the next meeting.</p> <p>Brianne stated the calendar should just be information about system of care meetings with links to other sites.</p>	Tina

	<p>Tina asked for names to other links to be added to the site. It was stated that people could do banner ads such as in-kind donation i.e., \$50 from Geiger Brothers supporting our efforts and sustainability.</p> <p>It was mentioned about 20 Below Portland Press Herald has banner ads as well as the chamber of commerce in L/A and that Zoomla is a free web site. There was also mention that not everyone owns a computer or is on-line so we have to still get information out to everyone and we cannot use all our resource dollars at this time. We need to prioritize what we will include. Arabella asked if there is a cost for maintenance for the web site each year. What is the cost to create a new web site? Arabella stated the cost accrued was for enhancements only.</p> <p>Need to get more info about the URL web site. Brianne will follow up with this.</p> <p>Eddita mentioned the site www.theparentsadvocate.org (or .com) by Rebecca Albino and she would get more information on this.</p>	<p>Brianne</p> <p>Eddita</p>
<p>3. Evaluation Brochures</p>	<p>There was discussion about an evaluation brochure for orientations, family packets, provider packets and reaching the right people with the right language. We need to continue to review and prioritize for the audience. We need to invite the evaluation person (Jay?) and Tina and Arabella will</p>	<p>Tina/Arabella</p>

	<p>follow up with this. We need a clearer picture of how to enroll families and working with child welfare. This is where the logic model for entry will be used. At a past meeting, we viewed a brochure from Albany, NY. It was suggested we use this as the model and tweak it for our needs. We want to be sensitive to the image around trauma-formed system of care. We want a positive image and that is where the new name will come in. It was stated that some states have a different name for each program so we decided to brainstorm on ideas for a name and logo because without this we cannot continue to design a brochure.</p> <p>Some of the ideas were: Inspiring Voices (telling your story), Textile Theme, The Trailing Thread, Sunshine, Horizon, New Day, A Vest, Coat of Many Colors, Celebrations, Wholeness, Puzzle Pieces (a different piece, different colors, i.e., youth, adults), Seeds, Plants, Flowers, Butterflies, Compass, Lighthouse, Trauma Stops Here, Stoplight, Blankets, Hiking, Fishing, After Survival What Do You Look Like, Murals, Plantings Seeds for Tomorrow, Growing Stronger for Tomorrow, The North Star and Patchwork. It was stated that the youth would have a meeting the next day and continue to brain-storm bringing back their ideas to the August 9th meeting.</p>	
4. Wrap-Up		
5. NEXT MEETING (s):	<p>August 9th 3:00-4:30 TCMHS offices at Rodman Road, Auburn</p>	