

MARKETING COMMITTEE SUMMARY NOTES

MEETING OCTOBER 8, 2015

Attendees

Pam Thomas (Chair); Bill Day; Marian Sokol; Blair Thompson; Tami Logsdon

Priority Issue

Recent leveling of program participation statistics, after tremendous increase over the past two years. Committee met to review program expansion impact, capacity question, tracking methodology, as well as potential relationship to the Center not having a 2014 community outreach/ad campaign.

Key Points of Conversation

- Staff outlined improved protocol for intakes, with dedicated intake counselor and improvement in data tracking through Apricot system.
- Attention also given for the first time to the number of “psycho-educational calls”. We have started to track these phone calls which usually average 15 minutes but do not result in intakes.
- It was noted that we have potentially changing demographics, especially with addition of Camps, bringing more low income children to the Center.
- It is perceived that the decrease in intakes (not accompanied by a decrease in overall activity) may be related to only opening cases when custody of child is documented/ clear. It is also perceived that we are doing a better job of referring inappropriate callers to other agencies.
- Still, it is believed that there are fewer calls from the community/families vs. professionals referring. The committee believes that this may be related to lack of ad campaign in 2014, esp. related to the bill boards and bus signs which create consistent, visible reminders of the Center.
- Eventually there may be a “capacity issue”; but it is believed that we can and should be able to assimilate more families into “the intake pipeline”.
- All agreed that “this is largely a money issue”. The campaign in past seems to have resulted in more referrals to the Center and reflected positively on our mission and services.
- Committee believes that we could use the same “creatives” as in past campaign. It is estimated that the cost of doing a similar ad campaign on radio, electronic banners, bill boards in communities, and bus signs would approximate \$50,000, exclusive of an estimated 10% Ad agency fee. Price could vary depending on months, as well as media choices.

Action Items

- Blair will speak with Board Treasurer Curtis Ruder regarding whether the budget and cash flow would allow this investment of funds in the next 6 months
- Pam will speak with Texas Creative as to how they might assist us in re-energizing and repeating an Ad Campaign for the Center.