

**Sales & Marketing Task Force Meeting**

Thursday, November 9, 2017 – 9:30AM-10:45am

YA Conference Room OR Via Conference Call

**\*\*NEW DIAL-IN #\*\***

**NUMBER: 719-394-0424**

**PIN: 72902**

**MEMBERS**

Barbara Coe (Chair) Sebastian Clarke Steve Runk Belinda Roll

Michele Siekerka Michelle Thompkins M’lou Walker

**STAFF**

Denyce Mylson Michele Russo

**AGENDA**

1. Update on action Items from last meeting
2. Report and discuss on Discovery Session with Oxford Communications
3. Share agenda for Oxford presenting at November Board Meeting
4. New business / other
5. Schedule future meetings (Suggested dates: 1/16, 3/6, 5/15 at 9am)

Meeting Notes:

Present at YA: Barbara Coe, Steve Runk Denyce Mylson, & Michele Russo

On Phone: Belinda Roll, Michele Siekerka, Michelle Thompkins, M’lou Walker

1. Update on action Items from last meeting
2. Report and discuss on Discovery Session with Oxford Communications
   1. Discovery Session went well and was expertly led by Oxford Communications. It was inspiring and informative to hear from so many different stakeholders. The information compiled from the session was taken by Oxford and they will be going through all of it to start the process of creating our brand promise, brand positioning, and messaging to share with different key stakeholder groups. We will be part of the editing process as we fine tune and solidify it.
      1. **Action Items: Denyce will email Discovery Session Workbook.**
3. Share agenda for Oxford presenting at November Board Meeting
   1. We all agreed that having Oxford at the meeting will engage our board, encourage active participation and buy-in and will help give us valuable feedback.
      1. **Action Item: Denyce will personally invite John Martorana the President of Oxford to our 11/15 Board Meeting and will share Oxford’s agenda for the board meeting.**
4. New business / other
   1. Discussed Blind Surveys that went out to school partners and Donors. Initial response rate was low and we are sending out a reminder email. If we don’t get between 100-200 completed surveys we will resend from Michele Russo and not make it a blind survey in the hope to get more responses.
   2. We also decided that since staff and trustee could not take blind survey, we will be sending an augmented survey to these groups to get feedback.
      1. **Action Items: Denyce will share link to draft of trustee/staff survey for Task Force to review.**
   3. Michele S. reminded us that NJBIZ Today can share a survey through their vast network.
      1. **Action Item: Denyce will work on getting a revised survey for NJBIZ Today to share with group for feedback.**
      2. **Action Item: Michele S. will reach out to her team to find the best time to send it out based on high open rate dates as well as what content they already have scheduled.**
5. Schedule future meetings (Suggested dates: 1/16, 3/6, 5/15 at 9am)
   1. **Action Item:** **Denyce will share a doodle survey with potential meeting times to determine what works best for the most people.**