

Marketing Call November 4, 2009

Lynn – Zero Waste

Myla - Peaks

Paula - PPRC

Jonathan - PPRC

Julie - WRRC

Rachel - NEWMOA

Jean – P2RX

Erin – P2RX

Paula distributed “evaluation and needs assessment” to coordinators from Region 10. She only has received one, but thinks it is useful. She thinks this will be a good tool. Rick had handed them out as well. Jean can provide it electronically, too, using software like Survey Monkey.

Rachel created a product roadmap for a widget to deliver Green Team Tip of the Week. She found the product roadmap useful for organizing her information but didn’t feel that it helps decide if it is a good idea to do the project. In addition to completing the roadmap, people should look at the needs assessment to see if there’s a need for a product. If an individual center wants to create a product on their own, they can. If it’s a product that every center would adopt or contribute to, justification for the need for the product should be clear.

There was some discussion on redoing the roadmap and the needs assessment because some people feel the needs assessment and roadmap don’t do an adequate job of really evaluating products.

Jean asked Rachel to consider the fact that the value of producing the widget for the green teams might be to drive traffic to the site, or to show leadership in that area or something to that effect. She also needs to consider if this is something just for NEWMOA, or if it is something to be adopted by everyone. Julie suggested that the value is that if it changes frequently, that’s what makes the site “sticky.” It could be useful for other sectors as well (i.e. hospitality).

The overall marketing implementation plan was discussed. Myla thought the Tribal P2 was well thought out, and made her think of things she hadn’t thought of previously. Jean also indicated that each center can adjust their plans and dates so that it works best for their center (rather than what is listed currently). Myla thought this was good, but wanted to see if someone would send a reminder to the center. Jean thought that each product needs to have one person that’s taken ownership. Rachel thought it might get tricky depending on the center’s schedule and how invested that person is.

Paula thought that we need to help centers buy into it, because otherwise they might not buy into it, and not make it successful.

Jean thought that we need to get the administrators to agree to this. Lynn suggested getting other staffers involved to improve buy-in.

Jean asked each center to look at the suggested activities under by product/by center to make sure that these activities are the best for each product. Myla thought that nothing seemed unreasonable, but each center would take a look at the product. Jean also wants each person to look at the timing and

change it if it's necessary. Jean is asking for an email that says "the product roadmap is ok/needs changes and the implementation plan is ok/needs changes."

Jean asked that if anyone has ideas to bring other centers along, please suggest them. Lynn really liked the Survey Monkey that Rick did and wanted to know how soon the needs assessment could be made available on Survey Monkey.

Jean will send needs assessments to each center, but if the center does not want certain questions or products included, they need to let Jean know.

Paula wanted to know how Jean wanted to receive the results, and Jean said whatever was easiest for the center was fine with her. Survey Monkey would probably solve those problems.

Jean thought that we didn't need to meet for a while, and thanked everyone for their hard work.