

## **P2Rx Marketing Committee Conference Call**

October 5, 2011

10:00 – 11:00am (PDT)

1:00 – 2:00pm (EST)

### **Participants:**

Andy Bray and Rachel Smith (NEWMOA); Bob Iverson (GLRPPR); Myla Kelly (Peaks); Donna Walden (WSPPN); Paula Del Giudice (PPRC); Angela Miller (NPPR); Ken Zarker (WA DOE); and John Katz (EPA Region 9).

### **Social Media Marketing Discussion:**

Ken Zarker began the meeting by discussing the need for P2Rx to use social media in its marketing efforts. He noted the importance of positing P2 in the marketplace so that P2Rx can broaden its audience beyond technical assistance providers (TAPs) and stay relevant. To do this, the P2Rx Centers need to improve their relationships with businesses and industry and demonstrate that the products and services they deliver have value to the business community. Ken stated that the “Safer Chemistry Challenge,” which is actively recruiting business participation is one example of how to incorporate P2 into business practices. He sees work on green chemistry and safer chemicals as priorities for NPPR over the next few years. They are currently working in the Great Lakes Region but would like to expand this work nationally.

John Katz recommended that P2Rx Centers secure a regular slot on the GreenBiz website or another environmental Blog site to help establish a constant presence online. If each Center could commit to writing a Blog, posting a case study, or facilitating a discussion on this site at least once or twice over the course of the year, it would help to increase the perception that P2Rx is a trusted source of P2 information.

### Next Steps:

1. Develop a Scope of Work to identify the audience, messaging, and brand.
2. Meet with a consultant that has expertise to help support this effort (e.g., Enviro Media).

### **Metrics & Marketing Discussion:**

John stated that EPA is looking to be more engaged with the P2Rx Centers – both on a regional coordinator level and as a collective network. The EPA P2 Coordinators would like to support the P2Rx Marketing Committee, but in order to better do this; they need to better understand the goals and objectives of the individual product marketing plans. John noted that the Product Roadmaps all specify a target goal and note the need for continual evaluation. However, what is not clear is how the Centers will know if the strategy in the roadmap is actually meeting its goals and objectives, and what metrics are being used to determine this.

In most cases, the desired outputs resulting from specific activities and marketing efforts are clear (e.g., number of webinars and participants, number of newsletters and subscribers). However, the outcomes, which have to do with behavior changes as a result of increasing P2 knowledge, are not always specified. P2Rx Centers have had trouble in the past trying to demonstrate these outcomes.

Donna Walden reported that there are specific deliverables associated with the launch of the National Sustainable Lodging Network, led by NEWMOA and supported by the other P2Rx Centers. Andy Bray noted that since the launch, over 265 people have signed up to the Network and that several connections and conversations are already happening. P2Rx doesn't have specific standards for measuring the effects of social media outlets at this time (e.g., feedback loop for reporting hard measures) – this is something that NEWMOA is tasked with researching as part of their technical/web measurement support contract with NPPR.

Myla Kelly reported that all Centers routinely report on their outputs and outcomes in grant reports. However, she agreed that it would be beneficial to circle back to the marketing strategy and examine whether or not the activity met its expectations and goals. Paul Del Giudice recommended examining what other sectors or organizations are doing to measure direct connections between P2 information and implementation.

Next Steps:

1. The P2Rx Marketing Committee will reflect on marketing efforts to evaluate progress made towards these goals on a quarterly or semi-annual basis.

**Review FY 2012 Marketing Plan Spreadsheet:**

The Committee agreed that this document is useful in organizing and planning marketing efforts throughout the year. Periodic check-ins on conference calls would also be beneficial. Donna asked that the Centers submit their updates for FY 2012 spreadsheet by the end of October.

**Response to EPA Discussion re: Center Communication:**

The Marketing Committee was tasked with responding to a request by Tanya Motley, EPA, to examine how Centers can improve communication with EPA. Donna recommended an ongoing dialogue with EPA on the P2Rx Marketing Strategy – specifically goal #2, which aims to position P2Rx as a trusted source of information; and goal #3, which focuses on increasing the awareness, accessibility, and usability of P2. She noted that the Centers will need to think about how they can measure these goals' more effectively. Myla felt that this task is not just a marketing issue and suggested including it as an agenda item on the next Admin call so that all Centers could be a part of the conversation.