

P2Rx Marketing Committee Conference Call

January 28, 2011

2:00pm – 3:30pm (EST)

Participants:

Madeline Sten (P2Rx); Rachel Smith (NEWMOA); Bob Iverson and Laura Barnes (GLRPPR); Myla Kelly (Peaks to Prairies); Donna Walden (WSPPN); Paula Del Giudice (PPRC).

Purpose:

The two main purposes of the conference call were to discuss the P2Rx umbrella messaging and marketing strategy in preparation for the P2Rx meeting in Seattle. Donna also reiterated the purpose of the Marketing Committee, as follows:

- Network with other organizations and promote P2Rx products and resources;
- Leverage each other to increase national visibility of Center projects (e.g., promotion of the Climate Chang Topic Hub, roll-out of the NING network).

P2Rx Umbrella Messaging:

Donna created this internal document in order to review P2Rx's current messaging and check its relevancy with respect to the network's needs today. The document also establishes guidelines for P2Rx co-branding with individual Centers. The Committee reviewed each part of the document, and recommended changes, noted below:

General Comments

Madeline stated that the future of P2Rx is in its ability to network, therefore, the group agreed that the term "networking" should come before "content" throughout this document. Myla recommended re-naming "networking" to "network building" or something similar that will better convey the message that P2Rx helps makes connections among networks rather than sounding like a reference a social gathering where people network with each other.

P2Rx Goals

Myla suggested expanding the last bullet to include "national networks."

Key Audiences

The group agreed that the audience needs to change. Madeline stated that P2Rx needs to reconsider its key audiences – technical assistance providers are no longer the only audience. In fact, web statistics suggest that our main audience also consists of end users (e.g., businesses) and intermediate users (e.g., institutions). Other audiences include EPA coordinators, small- to medium-sized businesses, and facility auditors.

Next Step: Donna will revise this section.

Key Message Points

Madeline recommended adding bullets for "social media" and "shared content websites" under Networking. The group agreed that "shared content websites" should also go under Content, as the term refers to the NING website.

Elevator Statement

Madeline recommended shortening the statement for the general public to "...conserve materials, water, and energy, and promote sustainability." Laura recommended keeping the "waste reduction" piece as this ties to reduce, reuse, recycle, which is a statement familiar to the public.

P2Rx Mission Statement

Madeline noted that most of the Centers website statistics indicate that more than half of the visitors to their sites identify themselves as end users. This is different from the service provider audience that P2Rx was originally created for. Therefore, the group agreed to remove the term "environmental service providers" from the end of the Mission Statement so that it reflects a broader audience.

Rachel recommended rewording the term "measuring outcomes" to indicate that the P2Rx Centers don't actually do the measurement themselves but provide others with the tools to measure outcomes from behavior change. Myla agreed and reworded the statement to reflect this. She also suggested removing the word "disseminate" and suggested using the terms "...creates and distributes P2 information and tools" instead.

Next Step: Myla will revise this section.

About P2Rx

Madeline questioned the term "board constituency" and recommended removing this from the statement. However, Paula sees value in this term as it reflects the diversity of the P2Rx Centers, both in background and experience. She noted that the Centers include academic institutions and non-profits and are inherently different.

Next Step: Paula will revise this section.

Use of P2Rx Logo

The group agreed that Centers should use their own judgment when incorporating the P2Rx logo on their websites and other products.

P2Rx Admin Meeting in Seattle:

Donna stated that her goals for the P2Rx Admin Meeting are to establish a couple of deliverables. Her plans for the first Marketing Committee session on Tuesday are to finalize the umbrella messaging document, agree on core audiences, review product roadmaps, and discuss ongoing and future partnerships. Madeline reported that she will increase the meeting time to 90-minutes for this first session.

The second Marketing Committee session will be on Thursday afternoon and last one hour. Topics to cover include the P2Rx Strategic Plan and Marketing Strategy, as well as a discussion of product roll-outs, including a review of the Climate Change Topic Hub roll-out and plans for the upcoming launch of the NING hospitality website.

P2Rx Marketing Strategy:

Donna explained that this document was originally intended to be a high-level strategy and as such, it does not include a discussion of individual P2Rx products. It is mainly a branding document and does not make the connections between the product roadmaps and needs assessment. Laura noted that the document should include a section dedicated to social media. The Committee agreed that the overall Marketing Strategy needs to be revised and will work together on this effort following the Seattle meeting. Donna anticipates completing these revisions in late March or early April.

Video Card:

The group reviewed the “January at P2Rx” video e-card that Madeline developed to promote P2Rx. Madeline thought that this method would be a good way to promote P2Rx products to EPA Coordinators and others. She also noted that the card can include the option for a print-out calendar that people could hang on their wall.

Many of the Centers provided positive feedback, but were concerned about the time and effort it would take to create these each month. Madeline reported that she spent the most time looking for pictures to use for the card graphics, but once the images were compiled, the card took less than one hour to produce. A subscription to the service is \$39 per year.

Next Steps / Action Items:

1. Donna will incorporate the changes discussion today and revise the P2Rx Umbrella Messaging document and Marketing Strategy.
2. The Committee will review the P2Rx Product Roadmaps (Madeline will send an email reminding Centers which Roadmaps they developed).
3. The Committee will also review the partner white papers prior to the Seattle meeting.