



Committee: Planning & Development **Date:** 6/5/2021

Subcommittee/Ad Hoc: Marketing **Other:** Click or tap here to enter text.

Present:

Semone Pemberton
Devon Newton
Willie Williams
Kimberly Lewis

Topics:

- History of Outreach/Marketing
- Definition and expectation of Marketing
- Wishlist/vision
- Identify areas of need

Discussion:

Questions

- Who manages website/social sites?
 - Devon posts on website when fliers are provided by Debbie Brown. Devon received access to the FB page (from Adolph). She will continue posting on both.
- Is there reporting to show analysis of data traffic?
 - There is information that can be obtain showing current information but there isn't historical information showing what users have accessed most frequently.
- What does CoC get repeated questions about?
 - This question will be posed to the greater group for insight.
- Is there collaboration/partnership with City/County Communications?
 - Not at this time.
- What is the Marketing budget?
 - Unknown.

Goals:

—CoC website would become a resource that provides information on CoC, Veteran support, spotlight events, highlight CoC efforts and improvements in the City/County, house forms and surveys, answer frequently asked questions, and more.

—Provide plain-language communication on website and social sites to help friends and family quickly locate information for individuals who need assistance.

—Research website redesign options within the current platform. Potentially model after Charlotte-Mecklenburg Counties COC website. ([Charlotte-Mecklenburg Continuum of Care \(CoC\)](http://Charlotte-Mecklenburg Continuum of Care (CoC) and charmeckcoc.org) and charmeckcoc.org)

—Increase social presence (FB/Twitter) and communication (email subscriptions, blog— similar to Mecklenburg CoC).

—Improve partner relationships and engagement. Make it easy for them to provide updates and event information. Have an online form dedicated to receiving information from them.

—Increase CoC visibility by having a presence at a relevant events with digital and print fliers distributed to list serv and partners beforehand.

—WIDU (15/30 min spot) to discuss what we're doing. Frequency: weekly, biweekly, or monthly.

—"One Number Update" presented on website that shows a snapshot of how many people are homeless, their status, etc.

—Have a budget for outreach materials: pens, laminated flyers, cards, etc.

Progress:

NA

Assignments:

Semone will present readout with goals in the next CoC board meeting.

Agenda Item(s)?

Does this need Board approval? Member approval?

Prepared by: [Semone Pemberton](#)

Submitted by: [Semone Pemberton](#) (Chair)