

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

Mar 11, 2022 | 11:30 AM – 12:30 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koj, Samantha Van Zilen, Janet DePratti

MEMBERS ABSENT: Melanie Goggin

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

Dave Koji called this meeting to order at 11:34 am.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. CITIZENS' COMMENTS

None.

4. REVIEW AND APPROVAL OF PREVIOUS MINUTES

Minutes of the February 16, 2022 meeting, were presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of February 16, 2022, as presented.

Second by: J. DePratti

Vote: Unanimous to approve

5. DISCUSS MARKETING AND COMMUNICATIONS SCHEDULE

- a. Dave thanked everyone for their contributions and stated there is good content under the "Social Media Posting Schedule" tab in the YFC-MM - Comms Schedule. It's well distributed amongst the categories. Charity can now post in social media, easily keeping content fresh. Charity to update "Projected Dates to Post" column under "Social Media Posting Schedule" tab.
- b. Dave stated there is a core group of people responding to the "All Hands" emails. With emailing events the aim is to increase interest.
- c. The group reviewed the "Communications Schedule" (tab) in the YFC-MM - Comms Schedule. New initiatives are being added as appropriate. Noted was that initiatives marked "Complete" in the "Status of Initiative" column does not mean the initiative has stopped, but that work needed to launch the initiative is complete. Next steps for initiatives are listed in the "Next Steps" section below.

6. DISCUSS SECOND CAMPAIGN - DEVELOPMENTAL ASSETS VIDEO

- a. **VIDEO GAME PLAN** – Sam suggested to create approximately 10 videos and start rolling them out, rather than waiting to complete all 40. The team discussed creating 6-7 videos now as Charity had in mind folks that could produce them.

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- b. SOCIALIZING THE ASSETS** – It was agreed to pick a developmental asset theme per week. Send out the initial video, then send supporting info via social media, etc. during the week. Regarding the remainder of the Developmental Assets Educational Program beyond the videos and supporting social media, Charity stated the plan is to roll it out later this year. Charity stated there was funding available to support the Developmental Assets initiative now. Ideas were discussed such as boosting posts on social media, small gift cards, increasing participation with give aways using engaging posts and guessing games. Also discussed were additional ways to interest the community in creating videos and what a participant will need. Dave stated he will send out an “All Hands” email inviting participation. Jan stated she will create a social media post inviting participation.

7. DISCUSS THIRD CAMPAIGN – RIVER EAST MARKET

- a. This was tabled in the interest on time.

8. NEXT STEPS

- 1) **Charity:** Update “Projected Dates to Post” under “Social Media Posting Schedule” tab in the YFC-MM - Comms Schedule.
- 2) **Charity:** Send Survey Monkey link to SERAC Community Survey to Dave for “All Hands” email distribution.
- 3) **Dave:** Send an “All Hands” email with Survey Monkey link to SERAC Community Survey.
- 4) **Charity:** Update which developmental assets videos are to be filmed first in the “Developmental Assets Education Campaign” tab in the YFC-MM - Comms Schedule.
- 5) **Charity:** Find out how to be charged for enhanced social media participation (e.g. boosting posts)
- 6) **Dave:** Send out an “All Hands” email inviting participation to create a Developmental Assets Video.
- 7) **Jan:** Create a social media post inviting participation to create a Developmental Assets Video.
- 8) **Sam:** Reach out to Dr. Hewes to participate in video creation.

9. CITIZEN’S COMMENTS

None.

10. ADJOURNMENT

Meeting adjourned at 12:36 pm

11. NEXT MEETING

March 16, 2022, at 1pm, Zoom

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