



Winter 2023 Marketing Meeting | Minutes

Meeting date & time January 31, 2023 | **Meeting location** Hutchinson Shores

Facilitator	Challey Strader	
Minutes Recorder	Olivia Gulino	
Present	Aaron Cobb Shane Jones Jack Blundell Will Munkres Ryan Buck	Joshua Howell John Howell Darryl Thornton Brian Gallagher Paul Dorsch

Minutes

Challey Strader began the meeting by introducing himself and asked those present to introduce themselves. Brian Gallagher reviewed the anti-trust policy as the outgoing chairman, and the meeting proceeded to the agenda items. Brian reviewed the purpose of the committee and its previous work regarding membership promotion, social media growth, the production of a recruiting brochure, promoting scholarships, alternative means of raising funds, etc. He recalled a discussion from the 2022 Longboat Key meeting regarding the regional events in areas where multiple members reside as well as virtual events, e.g. Top Golf events in various cities conducted on the same day.

Challey added that those present could work on identifying members of SCOAR who are not currently on the marketing committee to join and participate in the conversation in future meetings.

Ryan Cobb offered that the schedule could be adjusted so that the main meeting session could be in the morning on Tuesday with the committees in the afternoon and then the rest of the main session on Wednesday morning. The purpose of that could be to capture people earlier in the meeting and engage them in the committees because it's already part of the flow of the meeting rather than seeming like an optional activity before the main meeting starts.

Social Media

- Olivia reviewed what the TJC Group has done so far regarding gaining access to LinkedIn and Facebook and the potential for growing a social media strategy.
- Challey offered that previously the SCOAR page on LinkedIn was a closed group that someone interested in the organization had to ask to join and be approved, but Olivia believes there is now a public page as well. Challey asked for ideas about how to engage with the LinkedIn page. Darryl suggested different content for the group vs. the page – members sharing news and attendance plans in the group and content promoting membership growth on the page.
- Paul Dorsch suggested that our social media focus should be on garnering more owners to join the organization.
- Challey suggested using social media to promote virtual learning opportunities that could be offered by SCOAR, e.g. Lunch and Learn with a speaker via Zoom. Darryl suggested having a



member offer a lunch and learn to other members and post it on Zoom as a way to attract new members, especially new owner members.

- Brian mentioned that we need to refresh our owner statements about the benefits of the organization. Brian has access to the past ones and will send to Olivia for reference.
- Darryl mentioned that it's a viable marketing plan to approach owners who already have other membership in CURT and might be hesitant to join SCOAR and remind them that their footprint (if applicable) is largely in the Southeast. The benefit of providing scholarships in all of the regional areas within SCOAR is also important, covering each of the 14 states represented by member organizations in SCOAR.
- Brian mentioned that the draw to owners is the work that SCOAR does via scholarships especially to expand and train the workforce that will support the owners and their projects now and in the future. He also mentioned that the pre-registration list for the upcoming CURT annual meeting could be a good jumping off point for identifying potential owner members of SCOAR.
- Challey suggested adding a day to one meeting a year that's like a membership trade show, where each company has a table presenting their work/products to the rest of the membership.
- Darryl Thornton suggested as a draw to owners the fact that there's 13 billion dollars in future projects breaking ground in Florida, Georgia, and South Carolina, so there's a lot of opportunities there to identify subs and brainstorm how to develop the workforce.
- Question: is the fee waived for owners to come to one meeting? If not, there should be some incentive to get owner's to come and see what SCOAR is all about.
- Shane proposed a media kit that could be sent to current members to invite potential new members and owners, e.g. a letter to owners and potential members, graphic for social media, etc.
- Darryl recommended that at the Longboat Key meeting there's a speaker who can talk about the dire need for craft and training in the United States (as an owner draw as well). Ryan Buck also suggested holding a conversation like that via Zoom that could draw owners. Paul Dorsch asked who at the potential owner companies we should contact about joining – HR, operations, business development?
- Darryl suggested short videos from each committee about the content of their meetings and the needs of the industry in that space. The videos could be posted on socials regularly/quarterly.
- Will mentioned that a large problem is awareness of SCOAR and what the organization does. He also mentioned that if we want to use LinkedIn as a means of promoting membership growth, we need to build a content calendar that is always falling back on becoming a member or attending a meeting. He also suggested highlighting members either bi-weekly or monthly – who they are, why they joined SCOAR and what they get out of it, what they bring to SCOAR, etc. The limelight should be the member companies and that will create traction.



- Review target list – Brian will send his list to Olivia and will combine with Steve Greene’s list of potential members.
- Olivia can send survey on content calendar ideas to members as well as potential member list and ask for feedback on the content to focus on/the members to focus membership pursuit on.
- Potential ideas for Zoom content:
 - RoadDog Jobs data gathering

Adjournment

- Ryan Cobb motioned to adjourn, Darryl Thornton seconded, none opposed. The meeting was adjourned at 10:47am.



Action Items

Action Item	Person Responsible	Deadline
Send Olivia past owners' statements	Brian Gallagher	End of February
Clarify owners' incentives to attend a meeting re: waived costs, etc.	Olivia	End of February
Brainstorm content calendar	Olivia	End of February
Review target list and send to Olivia	Brian Gallagher	End of February
Send survey re: content calendar ideas to committee	Olivia	End of February



The 50th anniversary logo has been developed and published in the program and after the meeting will be used on all communications going forward and posted on the website with some type banner on the landing page. Here are some of our immediate thoughts that could be included on the agenda and/or reported/discussed during the meeting:

- Ownership of the social media accounts (LinkedIn and Facebook) have been transferred. I think a discussion around the type of content we should share on both accounts would be helpful. In addition to generic posts about holidays and important months to recognize (e.g., Career Technical Education month, NCCER's Careers in Construction Month) and posts relating to new members, SCOAR meetings, TOPs award activities (i.e., launch, deadlines, etc. and winners) scholarship presentations, and industry news, what other type member news should be shared?
- Development of a formal social media strategy for brand recognition, marketing reach, and member recruitment. With transition activities and the Winter Meeting, we haven't had time to devote to this task and would appreciate the committee's input on that project. In the short term, we plan to announce our 50th anniversary after the meeting, to devote time to updating the banners and profile images, to develop a monthly social media calendar, and to create an event for the spring meeting which will officially launch February 15. We would be happy to share with the committee our activities related to this project and to solicit their input. It would be a way to keep them engaged between meetings.
- Review of the current recruiting brochure. It would be helpful to see if updates are needed. We need to republish since the directory information is outdated.
- Redesign the website. We would like to set up a focus group to discuss what members like or dislike about the current site and what additions they would like to see to add value to members. Volunteers from your committee would be great; we can also solicit volunteers from the general membership. I would like to limit the group to 6-10 members.
- Rebranding SCOAR (primarily the logo) for a 2024 launch.
- A meeting site was added to the website to provide members with real-time information about the event, to add value to sponsors by posting their logos to the site (and in communications related to the meeting). I would appreciate any feedback that your members could offer on making improvements to the site in preparation for the Spring Meeting launch.
- Consideration of a formal membership drive. It could be turned into a contest.
- Focus group for website re-development