

**ASSOCIATION OF ESD PROFESSIONALS
4601 FAIRFAX DRIVE
ARLINGTON, VIRGINIA**

**MINUTES OF THE BOARD OF DIRECTORS SPECIAL MEETING
VIA TELECONFERENCE
MAY 28, 2022 AT 10:00AM PT/1:00PM ET**

TOBY ISRAEL PRESENTATION OF NEW COMMUNICATION PLAN

BOARD MEMBERS:

Julie Harmon	Chair
Sally Van Wright	Secretary
Faye Henry	Treasurer
Michele Elefante	Absent
Michael Peñafiel	Absent
Magdalena Diaz	Absent
Onyemma Obiekea	Absent

*This meeting was recorded and sent to all Board Members.

GUESTS:

Samantha Waterman, Executive Director
Toby Israel, Communications Consultant
Tasha Ina Church, Marketing & Social Media Consultant, appearing via video recording
Lisa Musty, Sr. Executive Assistant, Recording Secretary

CALL TO ORDER

The meeting was called to order, at 1:00 p.m. EDT, the Directors having been given adequate and proper notice for the meeting.

INTRODUCTION

J. Harmon referred members to the Communications Plan Update. Board meeting guest Toby Israel introduced herself as a level-four ESD instructor and communications consultant to Board members and staff. Her main role is to support small businesses with their mission-driven business plans to achieve communication goals.

PRESENTATION

The proposed Communications Plan was presented by T. Israel, who reviewed the broad strokes and content strategies of the plan and invited the group to engage in dialogue throughout the presentation. T. Israel discussed focusing on equity, diversity and inclusion in several strategic categories. Additional communications content for members of the Association are to include Key Performance Indicators (KPI) in areas of Engagement, Growth, Membership, Membership Satisfaction, and Credentialing.

J. Harmon inquired about engagement growth promoted in the communications content. T. Israel discussed outreach to other fields of practice, such as the medical and education fields to engage other organizations involved in violence prevention. T. Israel discussed ways for the Association to reach the Association international audiences and micro audiences that will be developed through audience profiles that look at the interests people use social media to enjoy. Interacting with audiences through social media will continue to be a vital element in the promotion of the Association.

More information in the presentation focused on channels of communication, such as the Blog, Newsletter, and Webinars. Additionally, T. Israel explained that the communications plan will focus on growth, engagement, value to members, membership relations and credentialing.

T. Israel discussed T. Church's involvement with marketing and social media and the importance of establishing affiliate marketing and measuring indicators of membership and the general population's involvement in the Association. Several communications avenues are proposed as future directors for the Association. Marketing items on the horizon include a new homepage, guest videos, promotional videos, communications grid, brand voice guide, continued content strategy, analytics, and a content calendar. ADDITIONAL DISCUSSION

The Board then watched a recorded message from T. Church. T. Church summarized improvements made to social media analytics. Instagram traffic has particularly increased in recent weeks. J. Harmon asked that raw numbers, not just percentage increases, be presented at a later date. T. Church also discussed LinkedIn, Twitter, Facebook, and working on cross-platform engagement. T. Church is an Empowerment Coach and just took over social media a couple weeks ago. J. Harmon commented that the language barriers are very important to tackle and to look at the needs of different types of ESD professionals.

ADJOURNMENT

With the conclusion of the Communications Plan presentation and discussion, the meeting was closed at 2:06 P.M.

Sally J. Van Wright

Sally Johnson Van Wright
Secretary of the Board

06 / 03 / 2022

Date

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02:38:51 UTC

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02:39:51 UTC

The document has been completed.