



Communications Committee Notes

MSCOD ADA 25th Anniversary Legacy Project

March 17, 2015

2:30 to 3:30 PM

Location: MSCOD Conference Room, Metro Square Building
121 7th Place East, St. Paul, MN 55101

Present: Andy Mosca, David Shaw, Mark Hughes, Hillary Hauser (Phone), Joan Willshire, Dean Ascherman

Discussion on Communications Plan developed by Sarah Parker

- MSCOD hired Sarah Parker as a communications consultant. She developed a communications plan, which will guide promotional efforts for the celebration.
- Joan approved the plan, and MSCOD is pleased with how it turned out.
- Three key parts to the plan: Microsite, social media, and Mailchimp newsletters

Social Media Update

- An editorial calendar was created to plan social media posts in advance.
- ADA Facebook and Twitter pages are regularly updated with posts on Tuesdays, Wednesdays, and Thursdays.
- Posts follow one of three themes: "Tech Tuesday," "Partner Spotlight Wednesday," and "Throwback Thursday."
- Pages have steadily gained followers since the development of this plan.

ADA Microsite Update

- URL is www.mscod25ada.com

- Under construction; currently redirects to the MSCOD page.
- Focus of the website is the ADA celebration. It links back to the main MSCOD site, but is a separate website.
- Expected to be completed soon.
- Microsite will be an excellent promotional tool. We hope it launches alongside the David Gillette piece.

Mailchimp Newsletter Update

- From this point forward, biweekly newsletters will be sent via [Mailchimp.com](https://mailchimp.com).
- Our Listserve contacts have been transferred over to Mailchimp.
- A newsletter template is being designed.
- Mailchimp offers free analytics that will be very useful, such as how many people opened the newsletter and clicked links.

Upcoming MSCOD Outreach Plans

- Spring and summer conference schedule
 - Andy and David will be attending many conferences during the spring and summer to promote the ADA celebration and activities. They will also bring copies of the employment survey, with the hope that people will fill it out or bring it home.
 - Mark: MN Twins could be contacted to assist with promotion. Contact person: Bryan Donaldson, 6123757507, bryandonaldson@twinsbaseball.com
 - Television sweeps are in May and July, and offer more promotional opportunities.
 - Mark will contact the MN Lynx about promotional opportunities.
- Hmong family day
 - The Hmong Family Day at the History Center was attended by Andy and others with the hopes of seeing how a similar event runs.
 - The family day was very busy, one of the most successful that the History Center has had.
 - Attending the event was insightful and gave us new things to consider for our event to ensure accessibility.

Mayoral Proclamation Project Update

- Kari Sheldon has agreed to assist us with asking MN mayors to make a proclamation on July 26.
- She has been supplied with a list of phone numbers and a short script, instructing mayors' offices to contact Andy or David.
- Mark: ask Mayor Coleman.

Other Items

- MSCOD and MN BLN are partnering to present a job fair for people with disabilities at our October conference.
- Partnering with BLN gives us the opportunity to connect with other organizations that could potentially be partners.
- MSCOD joined the St. Paul Chamber of Commerce. They have a newsletter that reaches many people, and we will be able to advertise in it.
- Mark will connect with the MN Chamber of Commerce.
- Consider connecting with the spinal cord injury unit at the VA.
- We need a PR plan to guide us in connecting with radio and television.
- Banks could send out fliers for our events.
- Mark: we should contact Governor Dayton.
- Hilary: When do we promote the October event? Andy: Once we have a venue, we can promote more.

Next Meeting TBD



The Minnesota Historical and Cultural Grants Program has been made possible by the Arts and Cultural Heritage Fund through the vote of Minnesotans on November 4, 2008. Administered by the Minnesota Historical Society.

For a list of our partners in planning all 25th ADA events and activities, please visit <http://www.disability.state.mn.us/ada/our-partners/>.