



## Communications Committee Notes

MSCOD ADA 25th Anniversary Legacy Project

May 12, 2015

2:30 to 3:15 PM

Location: MSCOD Conference Room, Metro Square Building

121 7th Place East, St. Paul, MN 55101

Present: David Shaw, Andy Mosca, Kari Sheldon, Mark Hughes, Dean Ascheman, David Schwartzkopf, Hilary Hauser, Betty Culver

## Social Media Update

- We have Facebook and Twitter pages for the ADA celebration.
- Both pages are growing, although we've had the most success with Facebook.
- Editorial calendar developed to plan social media posts: Tech Tuesday, Partner Spotlight Wednesday, and Throwback Thursday.
- Dean: ask Facebook followers to follow the Twitter account.
- Mark: contact [culturecal@startribune.com](mailto:culturecal@startribune.com) about events.

## ADA Microsite Update

- Website is live: [www.mscod25ada.com](http://www.mscod25ada.com)
- There is currently a minor glitch on the homepage, but our webmaster will fix it today.
- The Gillette piece will be promoted on the site when ready.
- Mark: promote events to the National Council on Disability.
- The website will be a great promotional tool.

## **Mailchimp Newsletter Update**

- We began using Mailchimp to send biweekly ADA newsletters in April.
- We transferred our approx. 1400 listserve subscribers to this new system.
- We are using Mailchimp's free service, which includes analytics.
- Analytics show that our newsletters are performing about average with other government mailings.
- Analytics will be used to determine areas of the newsletter that need improvement.

## **Advertising Plan Update**

- Mark: Jane Weik at the Star Tribune may be able to help. Contact at 612-673-7746 or [jweik@startribune.com](mailto:jweik@startribune.com).
- Tpt meeting last week: Gillette video near completion. Sarah and Carol were told that we can distribute the video as needed.
- Communications and PR consultants are on staff (Sarah Parker and Carol Schuler). They are researching free and paid options, such as the 18 independent radio stations.

## **MSCOD Outreach Update**

- Conferences
  - We will have a bigger booth at the State Fair this year.
  - MSCOD has attended many conferences to promote our events. The survey has been a point of emphasis. Paper surveys and links to the online survey are provided.

## **Mayoral Proclamation Project Update**

- Kari was provided a list of MN Mayors with phone numbers and a script directing them to contact MSCOD about this project.
- We have heard from a few so far, and the reaction has been mostly positive. Woodbury turned us down; follow-up is necessary.
- MSCOD will draft the script and provide to the mayors.
- Dave Schwartzkopf can call the Rochester mayor.

## Artists Outreach

- Call for artists done through VSA. Good response.
- We are commissioning six posters, 3 from 2 artists
- Annie Young: blind tactile artist. She will paint at the Family Day, and hopefully in October.
- Josh Paisley: doing posters, as well as 16' x 8' graffiti piece that will be completed at the History Center and will be the backdrop for the stage in October.
- Mark: try to get stories about the art in papers.

## Other Items

- October venue is the Minneapolis Convention Center.

## Next Meeting

- Next Meeting is 6/9/15 at 2:30 P.M.



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.msCOD25ada.com/project-partners>