Social Marketing
May 22, 2007
12:00 p.m. – 1:00 p.m.
MHB, Tapestry Conference Room

MEETING SUMMARY

1. Review/critique of recent activities:
   - SAMHSA site visit, Social Marketing and Public Education Presentation, May 2
     - The SAMSHA Site Visit Team provided Clare Warmke with pamphlets
     - Focus was on identity system and branding
       - This represents how we want to be perceived
       - The process/visual pieces that lead up to logo was discussed
   - The year of Social Marketing tasks have been mapped out
     - Website log will be reviewed
     - Social Marketing Plan will be followed
     - Need community and faith based representation
     - Presentation of Social Marketing Plan in New Orleans this August
   - The SAMSHA visitors were impressed with CTSOCs Social Marketing
   - CTSOC will receive a comprehensive report from SAMSHA in at least 45 days

2. Threads e-newsletter
   - First issue distributed, May 1
   - A link to SOC information and updates such as training dates
   - 122 on the original emailing list
     - 15 of those were rejected
       - Most of those 15 were from pepcleve.org due to a tech issue that has been resolved
   - Some of the Threads newsletters may have gone to Junk Mail
   - Dynamics will help track issues with opening and receiving Threads to direct changes being made
   - The distribution list is growing
   - No one unsubscribed from the list
   - Everyone did not open the newsletter
   - About half who opened the newsletter clicked through it, especially the PSN application
   - Family and Youth will be included in Threads

- Colors need to be considered to best fit black and white printers
- Process to decide what information is included
    - Director of SOC
    - Committee Chairpersons
    - Communications Group

3. National Children's Mental Health Awareness Day Play
    - Performed by Tapestry youth at WSEM auditorium, May 15
    - Boxed lunch and talkback session were held after the play
    - Worked with Accent on Youth
    - 6 youth were involved, 1 was the Assistant Director
    - Youth rehearsed for 3 weeks

4. Tapestry Weavers Circle (spokesperson curriculum, DVD companion)
    - Brainstorm: main messages, who to involve, structure
    - DVD needs to be flexible to appeal to all levels from Commissioners to Parents
    - The DVD will show what Tapestry is all about

5. Next Meeting Date: July 24, 2007