

VASWCD Marketing Committee Report
September 2020
Lisa Hyatt, Chair, TJSWCD

- Committee meeting minutes from August are attached
- **Web Presence Survey Results**
 - Survey sent out in June to evaluate what online tools districts are currently utilizing to promote events and programs. Summarized results from the survey are attached for review.
 - 22 district responded to the survey
 - The committee reviewed the results at our August meeting and noted that several districts expressed interest in having further committee led trainings on website design/set-up, social media engagement and video creation.
 - The committee will work to develop further trainings on the requested topics, including at the upcoming annual meeting virtual training blitz this fall/winter.
- **Marketing Toolkit Update**
 - The Committee has finalized the list of recommended resources for the Toolkit and is pleased to share the draft version with this report.
 - The Toolkit is in PDF format with embedded links to numerous websites, articles and videos on a variety of marketing and outreach topics.
 - Districts will have access to the Toolkit from the VASCWD website. The official launch date will hopefully be in October or November.
 - The Committee is currently drafting an “online content calendar” for districts to use while planning outreach on social media. *Please note the link to that resource on the Toolkit is not yet active.*
 - The Committee would appreciate any feedback on additional resources that may be beneficial to districts.