

## VASWCD Marketing Committee Report

January 2021

Lisa Hyatt, Committee Chair, TJSWCD

- Committee meeting minutes from January and March 2021 are attached for review
- **Marketing Toolkit Training and Launch**
  - The VASWCD Marketing Committee will hosted a virtual training on January 13<sup>th</sup> as part of the VASWCD Training blitz. The training taught participants how to use the Marketing Toolkit that was officially launched on the Association website later that week. The Toolkit is an online resource filled with templates, how-to's, links and videos on a variety of marketing related content to assist all district staff with their outreach efforts across multiple platforms. Getting the Toolkit ready for “prime time” has been a mission of the Marketing Committee for the past couple of years and we are excited to finally share it with everyone!
- **Annual Plan of Work Update**
  - The Committee has drafted a 2021-22 Annual Plan of Work and is pleased to share it with this report. A few highlights include:
    - The Committee will once again send out a survey this year in order to assess district needs for increasing their web presence. Based on the results, the Committee will provide relevant resources and trainings to districts.
    - The Marketing Toolkit will be reviewed on a quarterly basis and new resources will be added as needed.
    - A basic how-to guide will be developed to assist districts with reaching out to local media.