

Marketing Committee
Tuesday, December 9, 2020
1:00
Minutes

Cliff Skagen, Stacy Bender, Betsy Skagen, Cheryl Cole

Norms

- Start and end on time
- Speak your truth
- Be prepared
- Think "Outside of the box"

Mission

- To promote and develop the community of CCSs

Vision

- To always be an integral part of fulfilling the Mission and Vision of CCSs

Discussion regarding reviewing the norms, mission and vision as listed above

Review of the history of the marketing committee

Worked towards implementation/ timeline of the marketing committee

Decide chair of committee - Cliff Skagen

Discuss current efforts and strategies to market CCS.

Conceptualize the goals, platforms of marketing, places to start expanding marketing strategies, formulate new strategies, etc.

Ongoing action items - narrow, articulate and assign next steps