

MARKETING COMMITTEE MINUTES
Conference Call
March 1, 2016

Participants: Kim Shick, Chair, Christine Appert, Jessica Collette

Jessica gave an overview of DBVI staff's marketing activities including ads on NPR and posts on Facebook. There are four different categories of ads; Business Relations (pertaining to WIOA), General Services, VR Services, and Assistive Technology. These ads run five times a day for 10 weeks. Jessica is seeking feedback from anyone who hears the ads.

Jessica gave a summary of types of postings the DBVI staff are putting on Facebook. She is requesting stories, articles, blogs, etc. highlighting constituents and consumers successes. Kim commended Jessica and the DBVI staff for their efforts to ensure that the postings are accessible, i.e. descriptors, and audio added to photos and videos. Again, she welcomes feedback about Facebook postings.

Christine spoke about what "Seeing Eye" is doing instead of Facebook that shares the same kind of information, but reaches non Facebook users. They email their information out to those on a mailing list.

Concerns about DBVI literature still being distributed in inaccessible formats at various venues, i.e. conferences, seminars, etc. After lengthy brain storming and discussion, it was agreed that DBVI, while continuing to give out "cool gadgets" with logo, web address, etc. is good, that putting limited information on flash drives, in which people who are blind or have low vision are provided a "pathway" to obtain additional information about DBVI. It was agreed that this method would reach the largest population of people needing alternative formatting.