

MARKETING COMMITTEE CONFERENCE CALL
Minutes

Date: December 8, 2015

Participants: Kim Shick, Christine Appert, and Patti Mitchell

Discussion Points: Kim shared marketing initiatives performed by DBVI that Jessica emailed. It was agreed that all activities were positive, especially the NPR announcements and inviting legislators to visit DBVI campus. While the “gadgets” being purchased by DBVI too are good marketing tools for a variety of events, the concern that literature still is not distributed in alternative format at many venues was expressed.

Recommendations: Prioritizing marketing audience is necessary and customizing literature for specific audience can be done. As such information geared to said audience can be shared. For example, at events for those who are blind or low vision, when DBVI is hosting a table, literature needs to be provided in a variety of alternative formats, including large print, braille, and audio. For instance, if flash drives with DBVI’s contact information are displayed, it would be extremely helpful if DBVI literature was on the flash drive itself. Additionally, business cards should have contact info (telephone number or web site address) in large print and braille.

To avoid lengthy discussion or debate, it was agreed that DBVI would determine what essential information will be provided on such formats as electronic thumb drives, audio, braille etc.