



Minutes  
Marketing Committee Meeting | March 8, 2017

1:00– 3:00 CST

UWF, Ft Walton Bch Campus

Bldg 1 Room 126

1170 Martin Luther King Jr Blvd, Fort Walton Beach, FL 32547

- I. **Welcome:** Cindy Anderson, Executive Director Northwest Florida Manufacturers Council welcomed the below attendees:
- Dee Setzer, Ft Walton Machining  
Kati Touchstone, UWF  
Jenny Hinely, UWF  
Daniel Krug, UWF  
Danita Andrews, Florida West  
John McDaniel, ECSD  
Rod Jaeger, Jaeger Education  
Rob Henderson, Henderson Consulting  
Therese Baker, FGNW  
Debbie McMullian, CareerSource Florida  
Steve Harrell, ECSD
- II. **Facilitation:** Dee Setzer, Ft Walton Machining, Chair of Marketing Committee
- Jenny and Dee discussed the need to have a scorecard as a model for developing marketing plans and tracking the impact. Jenny's was a condensed version of the document Dee had passed out that reminded the group of how to market to a non-profit. It was asked that we continuously review these documents to ensure we stay on target and always be in a review mode to determine if our marketing initiatives are accomplishing our intended use.
  - Therese Baker discussed what FGNW is doing relative to marketing manufacturing in NWFL. They have also determined that manufacturing is a target industry for them as they recruit new businesses into the region.
  - Danita Andrews also discussed the fact they were doing marketing for manufacturing as well for the western portion of NWFL for recruiting manufacturing. It was also discussed that the NWFLMFC was focused on building the skilled workforce pipeline for our existing manufacturers, however, that by default served as an asset for those such as Florida West and FGNW as they recruited new manufacturing companies since the number one asset relocating companies looked for was talent.
  - Dee and Cindy placed the target marketing audiences on the wall for all to participate in thoughts for marketing and commitments from the group to research for the next meeting. The audiences were; Career Changers, Parents/Students, Public awareness. It was decided that the group, as a whole, would work on the various methods needed to accomplish the goals as opposed to breaking up into sub-committees. Below is a synopsis of the information gathered from the Committee and will be used as we grow our strategies and tactics.
  - With Jenny's facilitation, it was agreed we need a short easy to remember tag/mission/elevator speech for the Council. A common, frequently repeated statement. The final recommendation that will go to the Board is:  
**"The NWFLMFC is building a talent pipeline for manufacturers in NWFL"**

**Community Awareness:** Facebook, use of banners wherever possible, improve website to open with the opportunity to click to the various audiences (Community, Students/Parents, Educators, Members, etc).



**Awards and Recognitions:** (Nicole had offered to take ownership) CPT recipients

**Students/Parents:** The following were suggestions and those who offered to bring back research for next meeting

School team sponsorships - Dee

Social Media (Facebook, linked-in, etc.) – Cindy working with UWF (include on Website)

Career Pathways – Cindy/Kati include on website

Tours – Cindy include on website

Presentations – Cindy/Kati include on website and newsletters

WOP – Cindy/Kati include on website

Word of mouth

Recruitment of students – school districts with the NWFMC assistance

Promo Items – John to bring back research-shirts for students, mouse pads for schools, pencils, sticky pads,

3-D key chains

Logo links - Dee to research

Postcards for events with bullets of opportunities, and infographics (need to determine \$\$ to ask BOD)

3-D stuff – Dee to research

III. **Next Meeting:** Next Meeting will be scheduled for March