

**SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.**  
**PR, Marketing, and Fundraising Committee Minutes**  
**February 20, 2019 5:30 PM**

**PRESENT:** Kim Wetherhold; Pastor Velinda Smith, Rick Wyatt, Shantay Hall, Jim Yoxtheimer, President & CEO; Karla Sexton, Business Development/Compliance Officer; and Max Houseknecht, Jr., CFO

Due to inclement weather this meeting was held electronically via telephone conference.

**I Strategic Directions**

The Committee was facilitated in a brief discussion of the following, to aid in planning for the effort necessary as part of the greater Strategic Plan to be formulated in the months to come.

**a. WHO: Target Audience:** Karla asked for the Committee to consider who the target audience for marketing and messaging should be to be able to best use of available resources. Are there any age or minority characterizations to be considered? She reported while reviewing the most recent UDS report that the female to male ratio is very close for all age groups. Committee members were impressed with the female to male ratio and it is felt the Center does a good job of having activities for all age groups whether it be for mammograms, colonoscopy, or diabetes awareness. The question was then brought up, if we target a population in outlying areas and they still do not come to the Center, how do we measure if it is working? It was felt that possibly distance may play a factor in the decision to utilize the Center.

**b. WHAT: Message/Content Emphasis:** Karla posed the question to the Committee “What message do we want to convey?” After deciding who we need to target, the committee could consider what the message to that group would be the most effective.

**c. HOW: Media Channel Priorities:** Karla reviewed the graph shared in the packet. This graph was pulled from the internet survey of “how did you hear about the Center” Karla is working on a system with check-in to capture this information as well.

Karla indicated this discussion will remain on the agenda for future meetings.

**II Public Relations**

**a. Upcoming Opportunities**

**a.** Cheri Rinehart, President & CEO of PACHC will be the speaker at an all-staff meeting and address the Board on March 5. This opportunity will allow for a press release to be issued after the event.

**b.** There will be a possible opportunity of an opening/dedication of the Community Room, which could be considered after it opens in March.

**III Marketing**

**a. Outreach**

**a.** March is Colorectal Cancer Awareness and Diabetes Alert Day is scheduled for March 26. Karla indicated Facebook activities are being planned around these two topics.

**b.** The Center will be partnering with the Central PA Foodbank to have a workshop titled Nutrition 101: Your Prescription for Better Health and another workshop on Diabetes Program. Abbey Eschbach, Food Bank, will

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be at the Center in the waiting room on March 6 to kickoff the series of two workshops. She will be doing some cooking demonstrations and handing out information for the workshops which will be March 19 and 26 in the Community Room. **The Committee** recommended inviting the media as well as advertising on Facebook. Karla indicated both would be done.

**b. Communication Plan**

- a. Consultant Proposals:** Karla made the Committee aware that Management has been looking at consultant companies to help with the marketing needs of the Center. This project will be funded through grant monies from the AIMS/SUDS grants. Three firms were considered. First, Gavin, a company from York, PA who has had experience with FQHCs/ Community Health Centers. Their pricing for the project was \$21,000 to \$25,000. The other two companies are local and are less expensive. The second company was Mojo Active, who most recently worked with the Williamsport Area School District and are talented in developing web platforms. Their pricing was in the \$16,000 range. The third company was Impact Advertising and pricing was around \$10,000. Management feels the Center may receive better assistance from Gavin in the preparation of a well thought out plan that has the right message. After discussion, the Committee recommended moving forward with Gavin.

**IV Fundraising**

- a. Raise the Region:** Karla reminded the Committee the annual fundraising event is March 13-14. Karla questioned the Committee if they felt the Board members should be more involved. The Foundation has changed platforms and it is possible to allow peer to peer networking. For example, Karla could forward the invitation to a Board member and that Board member could invite people to donate. The Committee feels Board members should be more involved as well as Center employees, who are interested in helping.
- b. “Eat Around the World”** Karla proposed a date for the second annual Eat Around the World to be another Thursday evening, September 19, 2019. Her thought process is that planning should start soon, booking the room, etc.

With no further business to be discussed the meeting was adjourned.

**Next Meeting: March 18, 2019 at 5:30 PM Location to be determined/announced.**