

## ADRC EXPANSION PLAN

### Marketing Topical Work Team Meeting #3 – 08/29/2012

#### LIST OF ATTENDEES

**Eden Alexander**, LISCW

**David Maltman**, DD Council

**Susan Shepherd**, ADSA

**Brian Murphy**, BERK (Consultant)

**Gary Simonson**, BERK (Consultant)

**Gretchen Thatcher**, Independent Living

#### MEETING NOTES

##### Greetings, Introductions and Where we are in the Process

- Brian Murphy reviewed the agenda and the ADRC marketing components and plan
- Brian Murphy reviewed the previous meeting discussion on core branding & messaging

##### Core Messaging & Brand

- Gary Simonson reviewed the revised core messaging & brand document
- The group had no comments on the approach and said it seemed good
- Core messages
  - Brian: Add expertise per Janet Adams's suggestion?
  - Gretchen: Stick with 4 (more = too many): but incorporate expertise/knowledge into one of the other ones
  - Eden: This is exactly the same as we are communicating for our elder care services. You've hit it.
  - Eden: Expertise is huge. Agree need to fold it in.
  - Susan: Fold expertise in with effective and focus on applying expertise to a good outcome for the client.
    - Certification of staff in two areas– supports core message 1
- Campaigns/images
  - Gretchen: Emphasize story telling
  - Susan: borrow *Your Voice, Your Choice* from the video ADSA made for TBI Council - Could work as a campaign slogan in videos or other media about ADRC functions (e.g. Options Counseling)\_ - using individuals who have experienced good outcomes.
  - Janet and Susan: make language more person-first language
  - David: good
  - Eden: good

- Gretchen: Add an example of family members, ie. adult children, caregivers, getting information for their loved ones. Plus parents of children with disabilities and kinship caregivers, as well as neighbors and friends.

## Name of Statewide ADRC Program

- David: Need to shift from focus on aging and disability to general population
- David: Administration on Community Living is new name for federal agency that will manage. Over time they will have more and more impact.
- David: Like Community Living Connections. Second by Gretchen.
- Eden: Community Living is a bit unclear. Maybe stick with aging/disabled and bring in community living options as a supporting tagline.
  - Susan: Or we could do the opposite and use a tagline that is more clear/specific: “Part of the national Aging and Disability Resource Center system”
  - Eden: Consider Connections for Independent Living and Healthy Aging as a tagline
  - Susan: Aging and disabilities has disadvantages – it sets up a dichotomy and highlights the differences between the two populations instead of the common needs, goals and interests.
- Brian: We can bring options, ideas to PPC Convening in October
- 2 general options
  - Specific/clarity: Aging/disabilities + services
  - More general: Community Living Connections or another

## Logo

- David: square with images is useful. Federal logo is artful. Like both.
- Gretchen: Agree
- David: I don't like the electrical plug
- Gretchen: I like Mississippi because of the tagline underneath; incorporated federal globe
- David: agree, visually appealing. Good pull in of federal logo.
- Stamp of approval.
- David: use language rather than abbreviations (bureaucratic) – avoid acronyms
- David: don't focus on state/geography (too general). Focus on people, assistance.
- Gretchen: like “navigating community living”
- Gretchen: images of real people may not be necessary if logo is clear about who we're serving
- Susan: longer logo may support fading and images of people, but could become a little too complex

- Gretchen: include images of people in materials (poster, brochure); not necessary in logo
- Agreed to have one example with the small logo used in the ADRC 5-year Expansion Plan

## Tools & Templates

- Overview of ADRC Marketing Tools and Templates to be Included in Plan
  - Concise summaries and resources
  - Worksheets
  - Guidance for specific marketing media
- David: Convey in the outline what marketing means – the right faces and the right images
- Susan: People in ADRC are used to helping people make choices and used to outreach, but not used to taking on a social marketing process in a significant way
- Susan: In concise summaries and resources, include some descriptions of some key terms and aspects of the ADRC. Have a written description that they can use and all feel comfortable with.
- Susan: We do potentially want a template for a brochure

## Metrics

- Explanation of how we will measure success of the Statewide Marketing Efforts: Consistency, Output, and Outcomes
- Gretchen: We look at the numbers of the people who are coming in – see an increase in use.
- Susan: Would you consider knowing something about the individuals, so you know who you're reaching?
- Gretchen: Simple intake form with demographics, to get a sense of who is coming in
- Susan: Often times, there is a question about if clients would mind a follow-up call. You could see if the assistance.
- David: This is similar to trying to get people to buy a product, in this case trying to get people to get a service.
- Susan: In the evaluation process of the plan – the idea that the planning and policy committee would be able to weigh in and respond to how they're seeing things at the local level. Also, receiving feedback from partners at state and local level – referrals outcomes for clients
- Susan: We are referring to partners who provide service and receive funding
- Gretchen: These are reasonable

## Next Steps

- Brian: Next Step – Draft Marketing Plan
- Susan: Currently working on updating our lists, so we will be sending out more information regarding that Statewide ADRC Planning and Policy Committee (PPC) convening in October.