

MEETING:	NCSAPPA Marketing Communications Meeting				
DATE:	10/16/08	TIME:	11a – 2:30pm	LOCATION:	Ashville
LEADER:	Z. Valdes			RECORDER:	Z. Valdes P. Crawford
PRESENT:	Linda Kirkman, Zorana Valdes, Travis Peterson, Pamela Crawford , Bret Sculthorp				

TIME	AGENDA	ACTION/ FOLLOW- UP
	Thanks to ARP for providing a space for our meeting.	
11:00am	Webinar Report written report	
Minutes	Travis began reported on the PPA retreat worked on a transition plan into a board of directors for the new year in June 09. The webinar meeting has been postponed. The steering committee will still meet on October 31, 2008 and will report out. Our committee minutes are posted on the website. Do we have a budget for the subcommittee? Will the source of income be from membership? The target audience may be young people and use my space and facebook will not be costly.	
11:30am	Mission statement How will we incorporate and modify the below definition? Mission Statement?	
Original Committee Definition	<i>Marketing/Communications: Develop marketing tools to promote mission of NCSAPPA including brochures and other media messages, website development and content, promotes communication bridges between providers and statewide resources e.g., PIRE, RTI, PDFNC, NCCI</i>	
Minutes	Should align with the PPA’s mission statement and is currently not complete, it is different from the one on the website. Travis will report back to the committee the PPA and we will align ours. Goals Advocate for funding for marketing activities	
12:30 am	Working Lunch Break	
12:45 pm	Shana Research on other states marketing Group Feedback on research of other social marketing models	
Minutes	New Jersey prevention Network has a committee 19 non profits agencies part of the association. Board of trustees unaffiliated with any organization Maine Alliance to prevent substance abuse MAPSA created in 1999 advocacy voice for prevention. One of the largest associations in the nation. Virginia has a strategic plan and was created in 2000. The committee decided that Maine was the state which had a mission similar to that of the NC’s PPA.	
1:15pm	Committee Bret social marketing update	
Minutes	Brett described Web 2.0 which will allow us to be inter-active on the net, 2.0 is part of a changing trend allowing more collaboration on the web, thus creating the rise of social networking. By using this technology, would be able to create a social network around prevention throughout the state and	

	<p>establish a clear brand for prevention. Part of the system dynamic could include community capacity, community conditions and community affliction.</p>	
Minutes		
1:45pm	Anthony list serve information	
Minutes	<p>Anthony set up a list-serve for the MAC group everyone was to log on and set up their account. The group felt this would be a way to communicate, we will test the approach in introduce it to the other members of NCSAPPA. Discussed ways of communicating via internet such as google groups, creating a network blog. We need to answer the question how do we want to use technology to communicate.</p>	
1:45pm	<p>Q&A Travis to ask at next meeting of the steer committee association members:</p> <ol style="list-style-type: none"> 1. Is the association going to go after federal, state or private donations for funding? 2. What is the role of the association to the sub-committee groups and their ideas between now and June. 3. Should we be meeting before the board is formed? 4. Will the association be willing to use part of their time as acting board to answer or address the questions of each committee or should we wait until after the board has been formed? 	
2:30pm	<p>Tasks/ Future Meeting Next meeting will be via internet November 18th @ 11:00, Zorana will send everyone information.</p>	