

**VP Marketing and Public Relations
Report for the House of Delegates
October 2016**

2016 Accomplishments

2016 Objective	Progress
Improve social media presence	<ul style="list-style-type: none"> • Facebook and Twitter <ul style="list-style-type: none"> ○ Created a Facebook page and a Twitter profile for the district, and promoted district and chapter news and events ○ Created “Connected in Harmony”, a social media campaign profiling various district members. Twelve videos are posted on both the district Facebook page and YouTube channel. Please like and share to help provide exposure. • YouTube <ul style="list-style-type: none"> ○ Created a YouTube account and shared dozens of convention performances, as well as Connected in Harmony interviews and convention promo videos. ○ Organized new successful format to distribute convention performance videos to performers via YouTube • Created a resiliency document with login information for all website and marketing digital tools owned by the district – given to the secretary
Liaise with media organizations	<ul style="list-style-type: none"> • Produced a media kit and welcome video on the district website • Advertised district conventions through Snapd Scarborough, eLocalPost and BlogTO. Contacted the Toronto Star re: covering the Spring Convention, with no response.
Create marketing materials for use by the district and chapters	<ul style="list-style-type: none"> • Second photographer attended Spring Convention and captured candid photos and video for marketing and PR materials. • Photographer attended Pep Rally and we got some great shots, some of which are available on our online Media Kit on the website • Leadership Academy and Harmony Explosion Camp were cancelled – photographer unneeded • Photographer got caught in bad weather so could not attend OQE. Deposit made for this event was channelled into creating four additional interview videos (see budget).
Make improvements to the district website	<ul style="list-style-type: none"> • All chorus, quartet, and news information kept current on the website • Event registration was facilitated through the website for Spring Convention, Fall Convention, OQE, Seniors Chorus, and Harmony Explosion (did not run). • Seniors Chorus info, music files, and rehearsal recordings are accessed by members through the District Website. • All published Trilliums, Northern Hi-Lites, and other publications in district history have been digitally archived and made accessible on the website. • Website usage statistics and analytics available on request
Create and promote district-branded merchandise	<ul style="list-style-type: none"> • Branded apparel was developed through Marchant School Sport, and advertised on the district website and the convention programs.
Other	<ul style="list-style-type: none"> • Attended Leadership Forum in July. Highly recommended for all DMT members. There’s a lot that we as a district can learn from other district and Society leadership. • Sent out an attendee satisfaction survey to Spring Contest attendees. 90+ responses received. • Sent an email out to all chapter historians and secretaries to collect historical chapter documents and publications in a digital format for posterity, using Dropbox.

A huge thank you to a number of people who have helped me in my role this year, especially Ash Murrell, Amber Walker, Ken Fisher, Barry Lajeunesse, and Bruce Herdman.



2017 Work Plan

2017 Objective	Tasks
Improve social media presence	<ul style="list-style-type: none"> Find more people to post content to social media, and set expectations for social media contributors. Seeking volunteers.
Liaise with media organizations	<ul style="list-style-type: none"> Explore offer came in to put together a marketing campaign with Zoomer Radio for around \$6000, targeted at the 45+ demographic. Seeking input and feedback.
Create marketing materials for use by the district and chapters	<ul style="list-style-type: none"> Hire photographer to attend Leadership Academy, Harmony Explosion Camp, and Ontario Quartet Event for marketing and PR images Find a team of volunteers to create and maintain a district e-newsletter <ul style="list-style-type: none"> From what I gathered at Leadership Forum, we're the only district whose official email contact system allows any member to email the entire list. There are benefits to it, but in many respects it de-emphasizes the most important messages from the district leadership. I think the best approach on that front is to keep Yahoo Groups running for member-to-member communication without much district oversight, but create a biweekly or monthly newsletter through a separate channel, with a separate email list, that allows us to keep better contact with members. This would also serve to fill the void left by the loss of the Trillium in recent years. Individualized emails went out to 30+ VPs marketing, chapter bulletin editors, and webmasters in the district on August 12 asking for help and volunteers. The response to the idea has been positive but the response for volunteers has been lackluster. Urgently seeking volunteers.
Make improvements to the district website	<ul style="list-style-type: none"> Keep all events, news, chorus, and quartet information up to date. Note: I got in touch with Keith Eckhardt from EVG re: an admin site he has set up for districts, similar to eBiz but with much greater reporting capabilities. This could be a good fit for our district, especially district and chapter secretaries and membership VPs, if we think it would actually get used. Estimated budget \$850 USD/year. Seeking input and feedback.
Better market the district conventions to members	<ul style="list-style-type: none"> Email the district with information about attractions for non-barbershoppers in the convention cities leading up to both conventions Regularly encourage registrations leading up to the fall convention through the Yahoo Group and social media

Suggestions for improvement are always welcomed



2017 Proposed Budget

Item	Budgeted	Actual (HST Included)	Budget 2017	Justification
Marketing				
Candids photographer – Harmony Explosion Camp, Pep Rally, Ontario Quartet Event	\$1,500	\$717.78	\$1,500	Fewer events than expected. Would like to shoot HEC, LA, and OQE next year
Candids photographer – Spring and Fall Convention	\$1,400	\$881.40	\$850	Additional photographer only needed for one convention per year
Social media campaign and outreach video	\$500	\$1341.88	\$500	More videos made this year than expected
Marketing Committee Meetings	\$300	\$39.52	\$300	
Radio Advertising – Zoomer Radio	\$0	\$0	\$6,000	Subject to input and feedback by the DMT, I would like to budget a potential radio advertising campaign.
Constant Contact - e-Newsletter	\$0	\$0	\$500	Investigate the creation of an e-Newsletter
Website				
EventSpot	\$350	\$333.17	\$350	
Hosting	\$220	\$238.11	\$230	
Adobe Photoshop	\$160	\$178.90	\$160	
Domain Renewal	\$0	\$22.08	\$25	
Search Engine Optimization workshop - Camp Tech, Toronto	\$85	\$0	\$85	
Ontario Admin Site	\$0	\$0	\$1,100	\$850 USD - Subject to input and feedback by the DMT, I would like to budget for an admin site for the benefit of district and chapter secretaries and VPs Membership
Total	\$4,515	\$3,753	\$11,600	

Respectfully submitted,

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