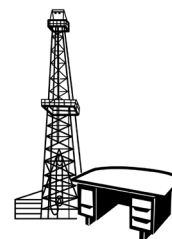




Association of Desk and Derrick Clubs



Committee Report for Budget & Planning / Convention

Report of Committee		Marketing	
Meeting	Post Convention Board Meeting	Date	9/28/2020
Location	Virtual		
Items Requiring Vote (<i>state motion</i>), General Consent Decision, or Discussion by Board.			
General Information Items			
<p>No consistent information was provided to this committee regarding expectations, club/region updates (including club bulletins), or other committee updates (AIMEE Awards, etc) to post to social networks and the Association blog this year.</p> <p>I am resigning from this Committee at the end of 2020.</p>			
Requests for Assistance by the Association Distribution Office			
<p>A Metatag plugin was requested to be added to the website, so the site can be optimized for search engines.</p> <p>Google Analytics was requested to be added to the website, so visitor and search data can be tracked and optimized for better online visibility (search results in Google and drive traffic to our website).</p> <p>Send or have access to Google Analytic reports for the Technology and Marketing Committee as requested.</p>			
Requests for Assistance by ADDC Board of Directors or ADDC Committees			
<p>Without member contributions, this committee cannot accomplish goals for the association. At least one member from each region AND committee should contribute to maintain social networks and write blogs/maintain monthly/quarterly Insight newsletter. Continuous education is needed to teach members how to utilize social networks and blog posts as an online marketing tool. I suggest offering an Online Marketing class at every Region Meeting and Convention.</p>			
Signed	Alicia R. Young (Digitally signed)	Date	9/28/2020

This form should be completed and forwarded to the ADDC President.