



PREMIER • PROFESSIONAL • PROACTIVE

## Marketing Committee Report for 2017-18

During the past year, the committee has continued to concentrate on following the Marketing Plan as adopted in 2015-16. The steps accomplished during this year are as follows;

- 1) The refreshed logo was adopted and put into circulation as of January 1, 2017.
- 2) An Info Graphic, called Climbing the Ladder, was successful and it was requested to print the graphic on poster-sized paper to distribute throughout the State of Ohio. The poster is available in the conference handouts.
- 3) A common template for all brochures was developed and adopted.
- 4) A continued emphasis on reaching the membership through social media was put into a plan of action with the use of the OFCA Twitter account, YouTube channel as well as an increased presence on Facebook.
- 5) Webinars occur on a monthly basis and are available to be viewed at any time.
- 6) The continued use of the app Guidebook was used at the Winter Symposium and again, will be used at the Annual Conference furthering the OFCA presence in the social media arena.
- 7) A heightened effort to reach and involve the Volunteer Officers was initiated last year; with the roll out of Weekend Fire Officer I, II, and III classes; and a scholarship program from the Ohio Oil and Gas Energy Education Program (OOGEEP) to volunteer members for first-time attendees of the OFCA annual conference by covering their hotel expenses and a portion of their registration. These programs continue as the Association works to reach the volunteer members.

The Marketing continues to work on assignments as outlined in the OFCA Strategic Plan as well as the Marketing Plan as adopted by the Board of Directors.

Respectfully Submitted,

Paul Wright, Committee Chair