New Frontiers Support/Communication Committee
January 22, 2018 – Meeting Minutes

Meeting Convened at the Mesa Public Library at 10 AM by Peggy Randolph, Chair

Members Attending: Peggy Randolph, Caroline Cline, Arlys Medlicott, Genevieve Garan, Gary Kleemann, Daniel Scarpone, Allan Zisner, Mary Kay Owen, Barbara Thelander, June Mikkila

Minutes - October 23, 2017 minutes approved with the removal of the following "and is always sent" from the publicity/outreach paragraph.

Review of Open House – Many new members had to wait too long to enroll and pay to be part of Mesa Community College (MCC). The movement from one building to another and then room to room may have been confusing.

Marketing

Expand Your World brochure -   Discussion regarding the budget for marketing. Currently it is $400, but this amount may need to be increased. Concern that the brochures are discarded and that is a cost, but Gary pointed out that this cost is expected. Barbara Thelander will lead an initiative to redesign the brochure along with Dan and Carolyn. She will ask for help from the woman that helps with the newsletter. Barbara asked all committee members recommend changes to the brochure and send her their recommendations.

Facebook - Facebook would provide a platform to advertise who we are, what we do, etc. This platform also offers free advertising about NFLL. Barbara has created a place holder for a NFLL Facebook account, but has not activated the account. Barbara will contact Duane Oaks from the Center of Engagement at MCC to attend a future meeting to explain the options of Facebook.

Website - Allan will create a link from the opening page of the NFLL home page to ProClass for the following actions: joining, register for classes, change contact information (address, phone, email etc.), sign up to volunteer, some events, check class schedule etc. Alan has reached out to ASU POC Susan, but she has not returned his call. He will reach out again.

Next meeting is Monday, March 25, 2018 at 10AM at the Mesa Main Library Board Room.