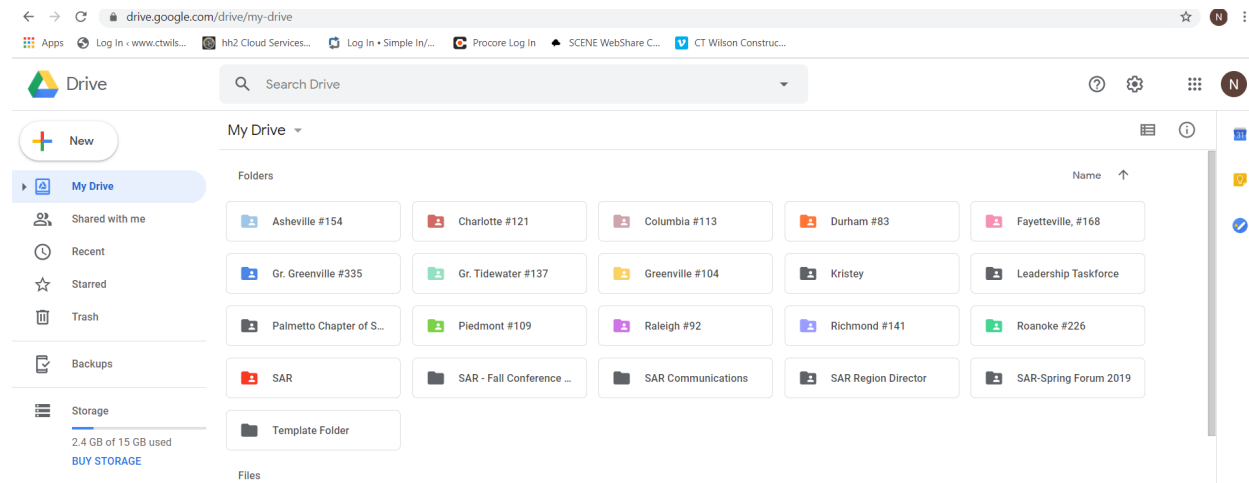


## South Atlantic Region Communications Chair Role

**Purpose:** To enhance collaboration amongst Chapters and individual members for the overall benefit and success of the Region. The Region Communications Chair was one of four Regional Chairs on the Regional Leadership Taskforce. The taskforce consisted of Marketing, Membership, and Professional Development and Education Regional Committees and met via conference call quarterly to discuss initiatives. *(Example Minutes and Initiatives Attached)*



**Duties:** The Regional Communications Chair handled correspondence from the Director to the Chapters and individual members via email and regularly scheduled newsletters. Emails included specific information for a target audience (i.e. Chapter President's or Regional Conference Attendees.) Newsletters were generated through MailChimp; topics were dictated by the Regional Director, while content was collected and included by the Regional Communications Chair.

<https://mailchi.mp/858de30f484d/june-593663>

The Regional Communications Chair also facilitated the Leadership Taskforce meetings, kept minutes, and delegated tasks for the various committees. It was beneficial for the Regional Chairs to represent diverse chapters within the Region to provide a collective of new ideas and information. These meetings were successful due to the dedication of the individuals assigned to these roles.

The Regional Communications Chair assisted the Director with Regional Conference communications including Business Meeting presentation/visual aid, Sponsorship visual aids, and the "conference APP." The conference app was an extension of the Regional website only accessible through a secure link distributed to attendees. The APP (3-4 pages) included sponsors, photos, documents, conference agenda, locale, things to do, speaker bios and photos, an attendee list, etc. <http://www.nawicsa.org/fall-conference-dashboard/>

Lastly, the Regional Communications Chair maintained the Regional website. The Regional website was revamped in 2017. Shortly after, the website offered an online registration and payment option for events. <http://www.nawicsa.org/>

<http://www.nawicsa.org/fall-conference-2019-registration/>

**Note:** Social Media was handled by the PR/Marketing Chairs. <https://www.facebook.com/NAWICSouthatlantic/>



# NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION

## South Atlantic Region

### LEADERSHIP TASKFORCE MEETING MINUTES

January 4, 2019

Emily Herndon, SAR Communications Committee Chair, opened the meeting at 11:03 AM.

Attendance: Leslie Westervelt, SAR PDE Committee Chair; Emily Herndon, SAR Communications Committee Chair; Greta Gardner, SAR Marketing/PR Committee Chair; Nichole Kopenhaver, SAR Membership Committee Chair; Kristey Stewart, SAR Region Director;

Not Present: Samantha Hedgepath, SAR Marketing/PR Committee Chair; Carol Chapman, SAR Membership Committee Chair;

Minutes from the October 29 Meeting were approved as submitted.

#### **COMMITTEE REPORTS:**

Communications – nothing to report.

Membership –

- SA Region is still number 1 in renewals and retention in the Nation (82%.) 35 new members since October 1. Richmond & Palmetto Chapters are leading Region in growth. Followed by Columbia and Charlotte.
- Keep members involved in communications!! Have board and membership chairs continue to reach out.
- Proposed National database for large construction companies with locations nationwide – new member leads.

Professional Development & Education – upcoming webinar on January 9 and new book club initiative discussions. **Will bring forward information to share in the newsletter.**

PR/Marketing – compiling questions from chapters for director candidate interviews. **Release responses in newsletters or on social media.**

#### **The First Quarter will focus on NAWIC 101**

Refresh marketing, professional development, and communications at the Regional and Chapter level for new members and new officers. A week-long training session of webinars covering each Taskforce Committee + NEF. Week of January 21. Use recent National webinars. **Leslie to check with Carol about using labor shortage presentation for this week.**

#### **UNFINISHED BUSINESS:**

Committee Chair Availability

#### **Second Quarter Ideas –**

Promote Chapter involvement in National Contests

Month of WIC Week to precede WIC Week March 3 – 9, 2019. Highlight successful events, promote ideas and outreach opportunities, leverage your resources, etc. Invite Melanie and Rhonda (SAR WIC Week Chairs) to participate in conversation. **Emily to follow up with taskforce to collect information to be shared via marketing and communications committees. Nichole and Greta to reach out to National Marketing Committee and Piedmont Chapter to collect information about billboard advertising in our region. Potential fund sources in sponsorships, non-profit discounts, and region fund (if approved.)**

#### **NEW BUSINESS:**

#### **Third Quarter Ideas**

Learning lab on how to successfully initiate an annual corporate sponsorship campaign at the chapter level.

**Dissolve leadership taskforce at third quarter?**

#### **ANNOUNCEMENTS:**

Leadership Taskforce Committee Meeting – Friday, March 29, 2019 at 10:00AM.

Meeting adjourned at 11:53 AM

Kristey Stewart, South Atlantic Region Director: Kristey Stewart Date: 1/4/19

Emily Herndon, South Atlantic Region Leadership Taskforce Appointee: Emily P. Herndon Date: 1/4/19





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Richmond, VA • Asheville, NC • Fayetteville, NC  
Roanoke, VA • Greater Greenville, NC • Palmetto, SC

## The National Association of Women in Construction South Atlantic Region



### Week of Webinars January 21 – 25, 2019

**BRIEF:** The South Atlantic Region Taskforce has selected a handful of webinars and presentations that will cover a broad range of topics to offer our membership a variety of learning opportunities. Be on the look out each morning for a new release! Please email [nawic.sar.communications@gmail.com](mailto:nawic.sar.communications@gmail.com) if you have any difficulties with accessing the webinars.

#### Webinar One | Monday, January 21 | Topic: Communication

Learn from SAR Region Communications Chair, Emily Herndon, how to set up a mass communications platform to reach a large audience (i.e. NAWIC Chapter members and potential members.) Using MailChimp: <https://mailchimp.com/>  
[https://www.freeconferencecall.com/wall/recorded\\_audio?audioRecordingUrl=https%3A%2F%2Frs0000.freeconferencecall.com%2Fstorage%2FsqetFCC2%2FOeK3i%2FIMxch&subscriptionId=9025748](https://www.freeconferencecall.com/wall/recorded_audio?audioRecordingUrl=https%3A%2F%2Frs0000.freeconferencecall.com%2Fstorage%2FsqetFCC2%2FOeK3i%2FIMxch&subscriptionId=9025748)

#### Webinar Two\* | Tuesday, January 22 | Topic: Marketing

Learn from Krystle English, CPSM and Senior Marketing Coordinator at the SmithGroup (<https://www.smithgroup.com/>) office in Detroit, Michigan, how to market your brand through storytelling in, "Capture Your Audience through Effective Storytelling." Krystle is a member of the Society for Marketing Professional Services (<https://www.smps.org/>.) For additional information, contact Krystle at [krystle.english@smithgroup.com](mailto:krystle.english@smithgroup.com).

\*This presentation is a slideshow with notes. Attached.

#### Webinar Three | Wednesday, January 23 | Topic: PDE - Corporate Risk Management 101

Millie Workman with International Risk Management Institute, Inc. (IRMI) will deliver this topic. Pre-recorded Tuesday, January 15, for the National Association of Women in Construction. This webinar is also available on the NAWIC national website. Like this webinar? Access more webinars from IRMI here: <https://www.irmi.com/webinars>  
[https://www.youtube.com/watch?v=C30Md\\_XfbDk&feature=youtu.be](https://www.youtube.com/watch?v=C30Md_XfbDk&feature=youtu.be)

#### Webinar Four | Thursday, January 24 | Topic: 3 Ways to Grow Your Membership in a Changing World

If you ask a room full of membership leaders how their growth is going, you'll likely hear mixed reviews. But most will agree that recruitment and retention feels tougher now than ever before. In this free webinar, membership expert and founder of 'The Joy of Membership,' Joy Duling will reveal the real reasons why many organizations find it difficult to hit their growth goals, and the practical steps you can take to increase your membership. This FREE webinar is brought to you by Wild Apricot. <https://www.wildapricot.com/>  
<https://www.youtube.com/watch?v=M9uLTJBsJcA>

#### Webinar Five | Friday, January 25 | Topic: Re-defining Engagement in Preparation for WIC Week

This webinar was created by the national membership and marketing committee of the National Association of Women in Construction for use by the membership. Attached is the powerpoint and .pdf version for your reference. Link to webinar below.

[https://www.freeconferencecall.com/wall/recorded\\_audio?audioRecordingUrl=https%3A%2F%2Frs0000.freeconferencecall.com%2Fstorage%2FsqetFCC2%2FIDEz7%2Faezyo&subscriptionId=7433843](https://www.freeconferencecall.com/wall/recorded_audio?audioRecordingUrl=https%3A%2F%2Frs0000.freeconferencecall.com%2Fstorage%2FsqetFCC2%2FIDEz7%2Faezyo&subscriptionId=7433843)



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Roanoke, VA • Greater Greenville, NC • Palmetto, SC

# The National Association of Women in Construction South Atlantic Region



## January 28, 2019 – Durham, NC:

The South Atlantic Region of NAWIC successfully concluded the first *Week of Webinars* on January 25, 2019. Beginning Monday, January 21, the South Atlantic Leadership Taskforce issued one webinar per day to NAWIC members across Virginia and the Carolinas. The Leadership Taskforce is a committee appointed by NAWIC South Atlantic Region Director, Kristey Stewart, and is comprised of committee chairs appointed to marketing, membership, communications, and professional development and education (PD&E.) The group connects via conference call quarterly to brainstorm and implement initiatives throughout the year.

“Bringing together this group of amazing women has positively impacted our Region simply by increasing the communication and collaboration amongst leaders within various chapters,” commented Kristey Stewart. “These women have accomplished great things and have improved our Region overall.”

The *Week of Webinars* was proposed as a way to provide information on specific topics requested by members during the 2018 SAR Fall Conference regional committee “speed-networking” event. This event, which was also implemented by the Leadership Taskforce, allowed members to speak with the regional committee chairs one-on-one and ask detailed questions. Committee chairs then determined common themes presented by conversations with the members. Webinar topics covered communication, marketing, membership, WIC week, and PD&E. Interested parties simply clicked on a link to access the pre-recorded material. Additional speaker notes were provided as needed.

South Atlantic Region Communications Chair, Emily Herndon, added, “We wanted to respond to the needs of our members in a way that provided the most flexibility. Attendees could listen to the information whenever they chose – the content is still available and is unlikely to expire any time soon. Unlike the live webinars and conference calls, this material can be accessed at any time, whether you’re waiting at the soccer field for a child to finish up practice or taking a lunch break or even settling down for the evening. Ideally, this would increase attendance and influence.”

Sources for the content ranged from National webinars to outside organizations and member contributions to provide a variety of input. A follow-up survey was issued at the conclusion of the week to collect feedback from the members. Comments from survey participants seemed positive. Additional topics of interest were requested for later webinars.

“It has been really rewarding to be involved in a group that has an impact on how the future of this organization is shaped. I hope this program added value to someone’s personal or professional life and motivated them to make changes a positive way.” – Emily Herndon.