

07.07.22

Action Meeting Notes: Recruitment and /marketing focus

Attendees: Board/Office- Jan, Veronika, Danielle, Sue, Jean,

Attendees: CSTM - David Williams, Charlene Taylor

Apologies: Steph, Amanda Hawrot

Danielle asking for support with distribution of marketing packs which include items such as posters, leaflets, any merchandise we can get to promote the services and create further brand awareness.

Danielle to make up the packs – arrange for team to assist with this.

Board members etc to collect and promote the sharing and conversations around what we do.

Discussed merchandise such as t-shirts, tote bags, badges – some people not keen on wearing t-shirts and also concern of cost. Tote bags seem to be what everyone else is doing and possibly want to shy away from that but we can get a cost and maybe see if we can be creative and make the design. Also to enquire about a badge maker

Badge maker also good for an activity for the Duck Race stall plus others

Car magnets for care team / and car stickers . Such as I love working with CCCV because.... Or I work for CCCV....

Clare/Steph: costs to be explored and a budget developed.

Discussion around staff team using their hours to research upcoming events and to contribute their allocated hours to attending the events but also participating in further marketing.

Care team can also look up special days or weeks such as dementia days and create a calendar.

Danielle to ask staff team who would like to get involved.

It was highlighted that the team may feel like this is just a job they go to and go home from and not expected to be involved in this area – discussion around their membership / ownership and level of investment in their organization –an element which may have not yet been worked on as much as we hoped.

Looking at aims for attending events of all varieties – ie job fairs, community events. Discussion around a structure and expectations, reasoning as to why we are attending and what we wish to achieve from them. A flow chart with key points.

Danielle to start this and hopefully V to pick it up down the line. Create a folder on next cloud and share with V.

Discussion of immediate impact vs long term impacts on being present and building on branding. How effective these items are both short and long term.

Discussion around a recruitment focused video which David and some other of the staff may want to be involved in. David is keen and promotes the service well.

Danielle to ask Mark if this can be arranged

Discussion around other supporting with blog posts which generate traffic to social media and website. Suggestions around board members writing things, staff team, continuous flows from first weeks at CCCV to 6 months completed. Milestones.

Jean happy to support with setting up a calendar but not able to follow it through as other commitments.

Charlene advised she thinks she feels that staff team may find these things challenging as not to

know what to expect or how to write something properly as its not something they usually do, or do they even want to do.

Jean meeting with Charlene to do a blog post around her first week.

Other recruitment discussions around where else can we advertise. Suggested to speak to Amanda Hawrot who advised looking outside our areas such as netherton. Discussion around the team members who live in those areas would know where best to place posters etc.

Danielle to speak to the team and see who can do this.