

**Region 18 R&R/Workforce Development
Conference Call
Agenda**

**TOPIC: Producing Marketing Materials
Wednesday, February 2, 2005
10 am PST**

Conference Call number: 781-222-0029
Code: 869

1. Welcome
2. Review Agenda, clarify/modify as necessary
3. Overview of spreadsheet information
4. Round Robin Discussion of current marketing efforts
 - a. What marketing materials are you currently working on?
 - b. What has been a good resource for you in the production of marketing materials?
 - c. What would you like help with?
 - d. Any suggestions to the group about what to avoid/potential pitfalls
5. Evaluation methods
6. Next steps/Next meeting

Thank you all for participating

Happy Groundhog Day!

Region 18 Conference Call: 2/2/05

Region 18 Learning Team Follow-up: Producing Marketing Materials

Name of Organization: Oregon Primary Care Association

Marketing piece (brochure, display, website, DVD, conference giveaways, etc)	Production venue (graphic design co, PCA produced, other)	Costs of production and duplication	Costs of distribution	Is this piece used primarily for recruitment purposes?
presentation folder (holds DVD and openings list)	Bryan Potter Design firm	design: \$2,280 copies (1000): \$3,360	postage	yes
recruitment brochure	Bryan Potter Design firm	design: \$240 copies (7500): \$2,436	distributed at conferences/schools	yes
"Oregon Opportunities" stationery	Bryan Potter Design firm	design and copies (1000): \$360.00	used to list openings - insert in folders or hand out at conferences	yes
recruitment DVD	View Point Media and our Media/Outreach Director	editing: \$937.50 duplication and shipping (750): \$1615.19	sent to candidates inside presentation folders	yes
OPCA display (display, header, mounted photos, descriptive text)	Exhibit NW	approx: \$2,500.00	none	yes - display, header, photos used for other OPCA presentations as well
OPCA syringe highlighters	Insight, LLC - worked with Gregory Jiles	750 highlighters: \$781.50	distributed at conferences/schools	yes
OPCA recruitment scratch pads	Franklin Printing	500 pads: \$416.00	distributed at conferences/schools	no longer in use - too heavy to transport and not a great candidate response
Oregon-shaped mint chocolates with OPCA labels	Made in Oregon	750 chocolates: approx \$1,350.00	distributed at conferences/schools	no longer in use - chocolate bars easier to transport and cheaper
dark and milk chocolate bars with OPCA labels	Moonstruck Chocolate Company (based in Portland)		distributed at conferences/schools	yes
R/R website update	consultant we use through the OR Office of Rural Health	\$300.00	none	yes
SEARCH brochures	Franklin Printing		distributed at conferences/schools	yes
SEARCH scratch pads	Franklin Printing	500 pads: \$416.00	distributed at conferences/schools	yes

Region 18 Learning Team Follow-up: Producing Marketing Materials

Name of Organization: Idaho Primary Care Association

Marketing piece (brochure, display, website, DVD, conference giveaways, etc)	Production venue (graphic design co, PCA produced, other)	Costs of production and duplication	Costs of distribution	Is this piece used primarily for recruitment purposes?
idaholiveworkplay.org website	HNA Impression Management (local marketing firm)	Approximately \$10,000 for setup	Approximately \$3,000 for update/maintenance	Yes - at present, but plans include adding SEARCH info.
Experience Idaho pocket folders	HNA Impression Management (local marketing firm)	Approximately \$14,000 for setup & printing of 1,000	Handouts at conferences	Both recruitment & SEARCH
Experience Idaho Z-cards	HNA Impression Management (local marketing firm)	Approximately \$7,000 for setup & printing of 1,000	Handouts at conferences	Both recruitment & SEARCH
Official Idaho Travel Guides	Idaho Department of Commerce	Free from Idaho Department of Commerce & Labor	Handouts at conferences	Both recruitment & SEARCH
Official Idaho Highway Maps	Idaho Department of Commerce	Free from Idaho Department of Commerce & Labor	Handouts at conferences	Both recruitment & SEARCH
Syringe highlighters w/IPCA & website info imprint	Promotion catalog	500 @ \$.96 each = \$480	give-a-ways at conferences	Both recruitment & SEARCH
Miniature radios & headphones w/IPCA & website info imprint	Promotion catalog	100 @ \$2.39 each = \$239	give-a-ways at conferences	Both recruitment & SEARCH
Barnes & Noble gift certificates (\$25 ea)	Barnes & Noble	Purchased outright from B&N	drawings at conferences	Both recruitment & SEARCH
Laminated display banners	HNA Impression Management (local marketing firm)	Unknown	used at conferences etc.	Both recruitment & SEARCH
Large display screens (2)	HNA Impression Management (local marketing firm)	\$3,371	used at conferences etc.	Both recruitment & SEARCH
PowerPoint Presentation	Created in-house		used at conferences etc.	Yes

Region 18 Learning Team Follow-up: Producing Marketing Materials

Name of Organization: CHAMPS

Marketing piece (brochure, display, website, DVD, conference giveaways, etc)	Production venue (graphic design co, PCA produced, other)	Costs of production and duplication	Costs of distribution	Is this piece used primarily for recruitment purposes?
New Website	Web design company & me!	\$3,000-\$4,000 (in progress)	n/a	No
JOB Flyer (to promote our Job Opportunities Bank)	Will work with designer/printer (currently gathering quotes)	Initial estimate: \$600 to print 1000 copies (4 color on base paper size of 11x17) plus \$30/hr for design (in progress)	unknown	Yes
Upcoming possible giveaways for members & fairs	Various specialties companies	1.25-2.00 per item plus printing set-up fees (usually about \$40 per order)	n/a	No
Looking into a new table-top display (or, at least a new graphic for existing display)	suggestions?	\$1000? \$2000?	n/a	No
CHAMPS Brochure	Graphic design company	unknown	n/a	No

Name of Organization: Association for Utah Community Health (AUCH)

Marketing piece (brochure, display, website, DVD, conference giveaways, etc)	Production venue (graphic design co, PCA produced, other)	Costs of production and duplication	Costs of distribution	Is this piece used primarily for recruitment purposes?
SEARCH brochure	3 fold	shiny color is \$.55 each	shiny copy is \$.55 each	mailers, given to students and new clinicians
overview letter	updating	unsure		
website	updating	unsure		forums, info, not just recruitment

Name of Organization: Alaska Primary Care Association

Marketing piece (brochure, display, website, DVD, conference giveaways, etc)	Production venue (graphic design co, PCA produced, other)	Costs of production and duplication	Costs of distribution	Is this piece used primarily for recruitment purposes?
APCA Website	In-house			
Brochures	graphic design company	??		No
Recruitment Brochure-projected				
Display		??		No

