

SUSQUEHANNA COMMUNITY HEALTH AND DENTAL CLINIC, INC.
PR, Marketing, & Fundraising Committee Meeting Minutes
March 14, 2022 5:30 PM

PRESENT: Shantay Hall; Rick Wyatt; and Karla Sexton, Compliance Officer

Excused: Pastor Velinda Smith and Jim Yoxtheimer

I PR & Marketing

a. Website Update: Karla reported that the website has been updated and took the opportunity to view the site with the committee. She indicated that the home page highlights the hours of operations, phone number, and locations at the top of the page. An option on the bottom left of each screen for help with accessibility. She highlighted the screen reader option which, when activated, will read information to the viewer. Karla reviewed a newer feature on the website which allows patients to self-schedule for appointments. In addition, through integration with Facebook, posts would now be visible on the home page, displaying information from social media.

Karla indicated that the website is ever-evolving and will have updates and changes made routinely. The Committee expressed that they were pleased with the new look and accessibility of the website.

b. Media Calendar: Karla reviewed the Media Calendar for the year. The first column is health related which supports the focus of the Outreach Department. The second column are service areas which will be the focus for advertising. Chiropractic services are to be featured in March. The last column is cultural/heritage related which will be directed towards staff. For example, last month was Black History Month and we had a guest in our waiting area for a presentation to staff and patients.

c. WBRE Campaigns: Karla reported that she has been working with WBRE in connection with the Let's End COVID! campaign permitting the opportunity to pitch the idea to them that possibly every other month the Center would like to do a campaign. WBRE got back to her with pricing and the Center will be working with WBRE to develop different campaigns. The feature from mid-March to mid-April will be Chiropractic services. WBRE will be coming to the Center to take video footage and an interview with Dr. Piotrowski to be featured on the PA Live show. The next campaign will be primary care.

II Fundraising

a. Raise the Region: Karla reported that the Center received approximately \$3,000 in donations for Raise the Region 2022. This includes \$100 for the Minute Match challenge. The rules changed for this year and each organization could only receive one minute match challenge. The Center had 38 unique donors which allows us the right to participate in next year's fundraising event. The total amount of donations received over the last 6 years is approximately \$30,000.

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b. Other Initiatives: As requested in the last committee meeting, Karla researched the possibility of a Road Rally fundraising event for the Center. She reached out to someone who has organized this type of fundraising event in the past and she reviewed opportunities for the Center and a few logistics involved. After discussion it was decided to not move forward with this idea, but rather focus on an Open House to celebrate the 10-year anniversary that could not be accomplished last year due to COVID restrictions. This year is the 10-year anniversary of the Center's funding as an FQHC. Karla will work on the possibility of a summer open house and report back to the committee on its feasibility.

Next Meeting: May 16, 2022 5:30 PM 431 Community Room