

# AMERICAN PUBLIC WORKS ASSOCIATION – FLORIDA CHAPTER – MARKETING PLAN – 2012-2013



## OBJECTIVE 1: ESTABLISH AND MARKET THE FLORIDA CHAPTER “BRAND”

STRATEGIES	TACTICS	SPECIFIC TASKS	COMMITTEES / OFFICERS INVOLVED	UPDATE	
A	Logo	Provide branded logo for every branch within the Florida Chapter	Work with each District Rep / Branch Chair to coordinate ideas with Branch Exec Committees	President, Branch Chairs, District Reps	Currently waiting on approval for the Emerald Coast Branch and Santa Fe Branch logos.
B	Marketing Materials	Provide branded marketing materials such as postcards and notecards for all branches to utilize to market APWA.	Develop Membership Marketing Post Card for Public Works Directors	President, Membership Chairs, District Reps	
		Utilize National Marketing Materials & Other Resources	Develop marketing materials that drive individuals to Social Media / Websites	N/A	
			Educate Branch leaders on how to request free marketing materials from National Membership Office	Branch Chairs, District Reps	
C	Tagline	Develop tagline for Florida Chapter		Chapter Officers	Completed - “First to Respond, Last to Leave”
D	Dissemination	Font and Logo Placement in Multiple Media Sources	Utilize Branch Logos in Chapter Newsletters and Websites	Newsletter Committee, Website Admin	Completed.
			Integrate “Chocolate” Font into Marketing Materials, Newsletter, and other Sources	Newsletter Committee, Membership Committee, Education Committee	Completed.

## OBJECTIVE 2: INCREASE POSTIVE NAME RECOGNITION AND PUBLIC PERCEPTION OF PUBLIC WORKS IN FLORIDA

STRATEGIES	TACTICS	SPECIFIC TASKS	COMMITTEES / OFFICERS INVOLVED	UPDATE	
A	Value Recognition	Assist Education and Membership Committees in developing value statements for the Florida Chapter and action plans to market to members.	Joint Committee Meeting to Determine Value Statements	Education Committee, Membership Committee, Chapter Officers	
B	Stock Materials	Develop Library of Photos, Videos, Logos, Clip Art, and other materials to utilize for creating Marketing Material	Create Dropbox Site and begin saving files to that location	N/A	Completed.
			Request Public Works Departments to submit photos and other media for inclusion	N/A	In Progress.
			Any lacking materials, take photos, shoot videos, and other media to provide for comprehensive library.	N/A	
C	Partner with other Organizational Marketing Groups	Partner with other A/E/C and Public Administration Organizations to increase awareness of organization and develop industry-wide Public Works Marketing Strategy	American Society of Civil Engineers (ASCE)	Engineering Technical Subcommittee	
			Florida Engineering Society (FES)	Engineering Technical Subcommittee	
			Florida Institute of Consulting Engineers (FICE)	Engineering Technical Subcommittee	
			Florida Stormwater Association	Water Resources Technical Subcommittee	
			Solid Waste Association of North America (Sunshine State Chapter)	Solid Waste Technical Subcommittee	
			Construction Management Society of America	Engineering Technical Subcommittee	
			Florida City & County Management Association	Leadership Technical Subcommittee	
Florida Association of County Engineers and Road Superintendents (FACERS)	Engineering Technical Subcommittee				
D	National Materials	Procure a supply of national marketing materials for use by the Chapter and its Branches	Set up a liaison to assist Branches in procuring these materials	N/A	
E	Florida Specific Membership Information	With the direction of the Membership Committee, develop marketing materials that highlight membership benefits of the Florida Chapter of APWA that are not included in National Materials	Highlight Emergency Management, Stormwater, Transportation and Budget Assistance that is vital for Florida Public Works Agencies.	Membership Committee, Technical Committee Task Force	

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## OBJECTIVE 3: INCREASE APWA MEMBERSHIP IN FLORIDA

STRATEGIES	TACTICS	SPECIFIC TASKS	COMMITTEES / OFFICERS INVOLVED	UPDATE	
A	APWA Member Benefits	Gather full list of APWA Member Benefits and compile into a graphic document for distribution Post member benefits materials on web, hand out at events, and all board and committee members pass on to personal contacts	Review current materials national office provides, if none are available, request marketing specialist member design. Procure materials from National if available.	Membership Committee, Technical Committee Task Force N/A	
B	Membership Campaign	Develop Campaign Theme or Brand	Direct Mail Postcard Campaign Series Email Postcard Campaign Series Campaign Website Member Testimonial at Every Event	Membership Committee Membership Committee Membership Committee, Website Admin Membership Committee	
C	Personal Emails & Calls	Each board member and committee member will take known contacts from the contact list and call to personally invite to upcoming events along with additional personal contacts and will meet with them at the event or at another time about membership.	Review current membership list versus listing of all communities in Florida. Determine if any are missing, make cold calls to their "Public Works Directors"	Membership Committee, Chapter Officers, PWD Roundtable Steering Committee	In progress.
D	Personal Visits	Schedule Personal Visits with Chapter Officers in or around the area of specific membership and marketing targeted organizations	Get buy-in from Officers, designate Coordinator	Chapter Officers, Membership Committee	
E	Potential Member Event Attendance	All Chapter or Branch Board members may use at their discretion one free registration to a program to give to a potential member to entice into becoming a member		Chapter Officers, Branch Officers	
F	Membership Contest	Using Membership Contest, include information on APWA and Public Works in Roll Out, to assist members in competing in contest		Membership Committee	

## OBJECTIVE 4: ENHANCE SOCIAL MEDIA AND ELECTRONIC PRESENCE OF THE FLORIDA CHAPTER

STRATEGIES	TACTICS	SPECIFIC TASKS	COMMITTEES / OFFICERS INVOLVED	UPDATE	
A	LinkedIn	Build Florida Chapter Group and Subgroups to become self-sustaining discussion boards for members.	Publicize Florida Chapter LinkedIn site, recruit active members to keep discussions going.	Website Admin	
B	Facebook	Provide a vehicle for Chapter committees to submit postings and challenge committees to post on a regular basis.	"Like us on Facebook" Campaign	Membership Committee, Website Admin, Chapter Officers	
C	YouTube	On YouTube, develop a "Public Works Director's Media Toolkit" of videos and programs to use in showing the need and usefulness of Public Works.	Search and Favorite Good Public Works videos on You tube Establish a website or a "Channel" for the Public Works Director Media Toolkit Publicize toolkit to PWDs.	N/A N/A N/A	Completed. Completed.
D	Twitter	Connect Twitter to Facebook, LinkedIn and YouTube to disseminate information and drive traffic to those sites			Completed.
E	Website	Using new template, integrate electronic modes of communication to provide apwafloida.org as central information access point for members and visitors.	Work with Website Admin to assist in the look and feel and brand of the website to assist her in her duties of keeping the website updated	Website Admin	
F	Professional Stats Survey	Develop Professional Statistics Survey for Public Works Professionals to develop a data table of Public Works departments throughout the State	Purchase SurveyMonkey Account for use in this and Membership Surveys Use PWD Roundtables to determine what statistical data is necessary Develop Survey Tool Implement Survey	N/A N/A N/A Website Admin, Chapter Officers	Completed. Completed. In Progress

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## OBJECTIVE 5: INCREASED ENGAGEMENT BY MEMBERS & INCREASED ATTENDANCE AT STATE CONFERENCE

STRATEGIES	TACTICS	SPECIFIC TASKS	COMMITTEES / OFFICERS INVOLVED	UPDATE
A	Conference Branding	New Marketing Scheme for the Annual Meeting Overall: "One Stop Shop for Public Works"	Conference Logo that can change from Year to Year that incorporates Scheme	Steering Committee, Chapter Officers
		Email Postcard Campaign Series	Develop for continuous roll-out	Steering Committee
		Campaign Website		Steering Committee
		Member Testimonial at Every Event		Steering Committee
B	Continuous Conference Marketing	"This is what you Missed"	Develop a Website to showcase what everyone missed at the last Show	Steering Committee
C	Use Conference for Marketing	Sell budgeting for APWA at Conference	Have MCs or Marketing Materials for members to take home to plan in the next years budget for APWA and the Florida Chapter Conference	Chapter Officers, Steering Committee
D	After-Conference Proceedings	Develop materials to present in a succinct document what occurred at the previous Conference		
E	Annual Survey	Annual survey to ALL members to find out how engaged they are, awareness of benefits to membership and sponsorship and more.	Survey Monkey Survey a month after Show, Data sent to existing Steering Committees and Chapter Officers	Steering Committee
F	Post Event Surveys	3 -5 question survey after each event both paper at event and email after event to determine program success		Steering Committee