

**Committee Name: YPC**

Agenda topic: CFESA Articles

Discussion: Josh submitted one thank you!!!

Action items: Who is next? Jeremy Allen will contribute a Career Path article

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Agenda topic: Scholarship

Discussion: We have 15 applications in for the scholarship so far. They have been getting referred by companies, scholarship databases, and MOS financial aid apps. HQ looking into texting applicants' reminders for applications again. We found a platform just need to get it approved and implemented.

Action items: Olivia to reach out to past tool recipients for videos for TikTok. Jeremy to reach out to AllPoints to see about the tools bonus.

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Agenda topic: YPC Social Events

Discussion: The event at the conference will be a public speaking/interpersonal communication presentation by toastmasters. The virtual event needs to be reconfigured, maybe a kickoff for summer? Stay tuned for new info.

Action items: Both task forces will need to meet. Marissa looking into making matching shirts for conferences and joining the virtual event task force.

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**Committee Name: Membership Services****AGENDA TOPICS**

Agenda topic: Diversity Group

Discussion: Bring in women speakers at regional meetings. Diversity speaker at the conference?

Action items: Olivia to check with HQ on doing a women's session at the regionals.

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Agenda topic: CFESA Cares Event

Discussion: We have been getting great feedback on this event, about 45 attended in Tampa and 15 in Dallas.

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Agenda topic: Articles for the Magazine

Discussion: We will need articles monthly for the committee, around 500 words or less.

Action items: Olivia will send out the list of deadlines to the committee. Tina to write the first article.

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**Committee Name: Education Training**

**AGENDA TOPICS**

Agenda topic: Training article series

Discussion: Jennifer submitted her first article for field notes series, Ann is working on the next article. Others have stepped up to submit articles as well.

Action items: Look at the document Paul sent and sign up to do an article if you haven't please!

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Agenda topic: HQ Update

Discussion: Olivia gave a brief update on the regions 3 and 4 meetings, RFMA and HQ training.

Action items:

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**Committee Name: Marketing**

**AGENDA TOPICS**

Agenda topic: Member Benefits Page (Charlie)

Discussion: Charlie shared his screen - He is working on getting the video into the page. Page has great information - Charlie is working on final touches (logos, borders, etc.) Charlie would like feedback - regarding video placement, copy, and layout. The video is in a mid-transition stage. Try to reduce the size? Try to take advantage of full-screen graphics instead of video? We need to look at this on mobile and tablet.

Action items: Charlie will take feedback and complete the membership page before our next meeting.

Agenda topic: SEO Project (Charlie and Stephen)

Discussion: Added an all-in-one SEO plugin to WordPress. Looking at each page individually and seeing our rank/how we can improve. Need more actions on the site and ways to gather data. How can the committee help? Share buzzwords, search terms, etc. with the team. Do we need to create an RFP for SEO? The budget review starts Sept/Oct to be brought to the board at the end of the year.

Action items: Charlie will continue to work on SEO for CFESA web pages.

Agenda topic: 2022 Q2 CFESA Insider Magazine

Discussion: NEED ARTICLES - Theme: Team Connection. Possibly circling back on pain points survey. Charlie to send content ideas for the current issue. Revamp for conference issue? (Katie and Charlie).