

SD GGC BOARD OF TRUSTEES

JUNE 7, 2019

HURON, SD

Called to order.

No agenda.

Moved by Mona to approve the minutes as distributed and seconded. The motion was carried.

Dawn asked about what we will do with Ways and Means since Julie will not be serving as the Chair after this year. Mona mentioned that there is little left there for remaining inventory. Val will look to see if there is someone interested in taking over the Ways and Means function.

There was discussion if we should continue Ways and Means as it has functioned in the past.

Membership awards have traditionally been certificates to be used at Ways and Means. We can look at other options for that. Julia Knutson mentioned she feels we should not be investing in inventory.

Ann suggested we table the discussion until the 45-day meeting until we know what the remaining inventory will be.

Contract for 2020 session – contract says Tuesday through Friday. The dates should actually be Wednesday through Saturday. We are working on the schedule and may be able to start on Thursday, cutting out one day if not needed. Competitions and daytime meals will be at the Masonic Center, evening meals and pageant will be at the Shrine. Looking at some kind of shuttle service.

It was moved by Valori that the contract be approved for signature as long as the following items are addressed and it was seconded. The motion was carried.

1. Clarification that checkout is Saturday.
2. Cancellation policy is further defined to include amounts and a maximum. We would like a graduated cancellation policy.
3. Date that it must be signed updated.

Election of officers:

The floor was opened for nomination of Chairman of the Board. Sally nominated Mona Kotas to serve as Chair and it was seconded by Jen. The motion was carried.

The floor was opened for nomination of Vice Chair. Mona Kotas nominated Kim Miles to serve as Vice Chair and it was seconded by Jen. The motion was carried.

A formal presentation of the marketing plan was presented. See attached.

The meeting was adjourned.

Respectfully Submitted,

Toni Richardson, PGG
Grand Secretary



STRATEGIC PLAN 2019-20 | PHASE 2

Mission Statement:

"Premier organization for young women that teaches the values of leadership, public speaking, charity, respect for parents and elders, and teamwork."

OVERVIEW

- Focused on improved overall outreach
- Empowering current members to feel comfortable speaking about Job's Daughters, and promoting the order to friends and family
- Looking at overall analytics through advertising campaigns to better define and understand how to engage our target audience
- Conduct thorough market research regarding best communication practices to reach our target audience

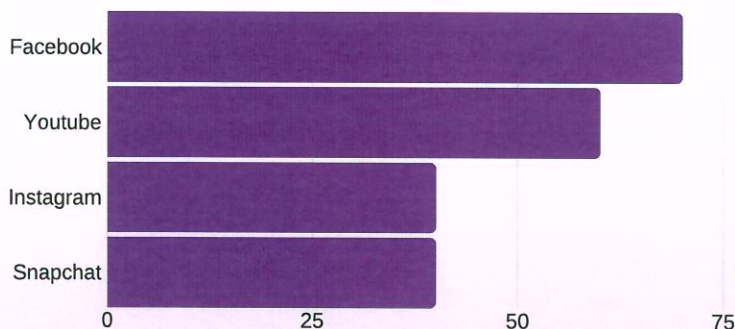
IMPLEMENTATION

**Social media
campaigns & personal
relationships**

**Collecting a database of
our potential members**

**Re-targeting audience
and active
communication**

INSIGHTS



GEN Z INSIGHTS

- Facebook and YouTube are both similar by percentage of consumption, YouTube has a 40% more Loyalty rate compared to Facebook
- Placing advertisements on influencers who impact the Generation Z by increasing brand presence

ADDITIONAL

- Being able to have a Google Analytics account which directs us to our direct consumers
- Using Net Promoter Score (NPS) to measure the experience on the website for our users and activating a survey analysis
- Drive traffic and increase the number of sessions on the website



JOB'S DAUGHTERS

STRATEGIC PLAN

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BUDGET

SUMMARY

Job's Daughters (JD) current mission statement is : "Premier organization for young women that teaches the values of leadership, public speaking, charity, respect for parents and elders, and teamwork."

REVAMP

Currently, Job's Daughters social media and branding is outdated based on its interactions with social media. The overall strategy with Phase 1 is to help elevate the social media and website of Job's Daughters to better help communicate with its audience for more effective recruitment in the future.

CHALLENGE

The current challenge for South Dakota Job's Daughters is re-enter into the minds of the current generation of young women. SDJD needs to appeal to a wide variety of ages (8–20). In addition, both parents and daughters need to be the target audience in order to adequately and effectively market the order.

FOCUS

- Working to revamp our branding and social media
- Help implement a more user friendly website for potential members
- Optimize our website with SEO (search engine optimization)
- Create a database system for members, and potential new members.

IDENTITY

The brand identity for the new revamp is to integrate JD's logo with South Dakota to distinguish our jurisdiction from others. This logo would be the signature for JD's new revamp.

SDJD LOGO



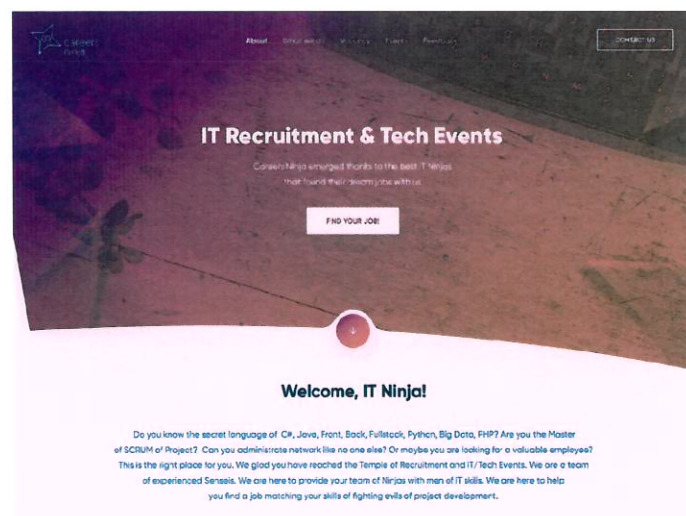
WEBSITE

The website needs to be more focused. Currently, there is a high bounce rate which makes it more difficult for our target audience to easily navigate. The proposed solution is to update the anatomy of the website to a more focused funnel for our members and potential new members.

Have a welcome video at the landing page to quickly grab the attention of the user.

Create a portal for members to use in order to de-clutter the drop down arrows and other components of the website.

WIRE-FRAMING



FACEBOOK

The Facebook page currently has inconsistent branding on each post. The best suggestion would be changing the profile picture to a semi-permanent logo, and change our cover photo to seasonal pictures and event promotion. Each post will include the SDJD logo, or something signature to make it known as JD. These changes provide consistent marketing and branding and make our page easily recognizable.

MOCK-UP POSTS



PHOTOGRAPHY

Social media will contain images taken by Enosh at JD's events which will not only be high quality pictures, but also unique to the eye compared to other competitors and how can the images give a strong message about JD's and build trust with the incoming families?

TRUST



IMPLEMENTATION

The implementation phase would start after the approval of each phase of the plan. The social media graphics updates can be implemented within a few weeks. The website redesign would take a few months to completely revamp, and test how effected each change would be. This effectiveness can be measured through Google Analytics.

TIMELINE(Generally TBD by GGC)

- Social Media Revamp: Complete by the end of August 2019
- Website Redesign: Complete by the end of September 2019
- Evaluation: Complete by the end of October 2019

BUDGET

This budget is based on the social media changes, which will include advertising campaigns and also printing for the marketing materials such as brochures and etc..

EXPENSES

BUDGET	
ADVERTISING:	\$1,500
PRINTING:	\$200
WEBSITE MISC:	\$300
TOTAL:	\$2,000

FINAL WORD

Overall, this plan was established through research done by looking over the way the social media interacts with its audience. Then, determining how to better implement a more official and unique looking jurisdiction in comparison to other jurisdictions through the order.

I am excited to work with everyone and learn more about this organization that is working to empower young women.

THANK YOU!

