



# Indiana Association for Floodplain and Stormwater Management

*Promoting sustainable floodplain and stormwater management*

## OUTREACH COMMITTEE REPORT - March, 2018

- Committee members have started the process to outline and define the overall purpose and mission of the Outreach Committee in the 5 Action Steps below. Input from other committees, especially the Membership Committee is welcome and appreciated. Please send feedback to [april.ramoni@scottcounty.in.gov](mailto:april.ramoni@scottcounty.in.gov) for compilation and submission to the committee.
  1. Evaluate the current newsletter. Offer suggestions for revision of content, format and frequency, if changes are deemed appropriate. [NOTE: feedback at retreat seemed to lean toward an annual newsletter combined with the annual report published prior to conference to generate enthusiasm and drive attendance.] Previous newsletter examples may be found here: <http://www.inafsm.net/inafsm-archives>
  2. Develop an annual report template including graphic design, content (does it include newsletter material?) and initiatives from Strategic Goal #3
  3. Help to identify stakeholders and develop specific marketing and PR materials (including an INAFSM vendor booth display) for distribution at stakeholder events and directly to stakeholder agencies per Strategic Goal #4
  4. Help to identify potential new member pools and develop specific marketing and PR materials for distribution to and recruitment of individuals per Strategic Goal #5
  5. Establish a social media marketing page and ongoing campaign (including SOP) for INAFSM per Strategic Goal #6
- We quickly developed an informational brochure [attached] for distribution at LTAP. We request input/feedback from the Board and express a desire to present an overall congruent look and feel for the INAFSM brand as we consider advertisements, brochures, newsletters and other marketing materials in the future. Please feel free to pull out your red pen to suggest edits to and/or redraw the brochure. Please email your suggestions to [april.ramoni@scottcounty.in.gov](mailto:april.ramoni@scottcounty.in.gov) for compilation and submission to the committee.
- On a side note, April received approximately 100 drone photos taken of flooding along the Ohio River near Vevay, IN. We have permission from the photographer to use any of these images for outreach.