



WACOSA Marketing Committee

Meeting Minutes

Date: 11/20/2025

In Attendance: Laura Krueger, Ann Kennedy, Matt DesJardins, Jeron Rennie, Nancy Betts

- KPI Review
 - Numbers have increased since 2024 (See chart below).
 - Month to month can see some swings due to content, activities, and current marketing and or development campaigns.
 - Clients have really enjoyed seeing the numbers of viewers on their videos

	Metric	Oct-25	Oct-24	Change %
Website Analytics	Active Users	2,883	2,000	44%
	New Users	2,500	1,900	32%
	Page Views	5,900	5,300	11%
Email	Emails Sent	12,603	4,332	191%
	Open Rate	37.50%	40.00%	-6%
	Clicks	441	215	105%
Social Media Posting	Views	114,200	67,700	69%
	Reach	24,701	20,200	22%
	Interactions	2,300	758	203%
ThriftWorks Social Media	Views	32,600	13,100	149%
	Reach	12,300	3,900	215%
	Interactions	500	164	205%
Print/Billboard	Number of current ads	12	7	71%
	Views	168,558	118,750	42%
Google Ads	Impressions	135	102	32%
	Clicks	38	41	-7%

Strategic Plan Updates

- Nancy gave a brief update on the strategic plan
 - Admin going through all stakeholder feedback from all sessions
 - Admin team will then work on completing plan, assigning roles, and getting board approval

Community Employment Marketing

- Reviewed current marketing for community employment
 - Community employment refers to when an employer directly hires a WACOSA client
- Discussed some upcoming plans for marketing
 - LinkedIn marketing
 - Blog posts
 - Employer/employee stories
 - Update to website

General updates

- Newsletter coming soon – in print
- In-house production work
 - Lost three larger jobs
 - One new larger job is coming
 - After the big end of year marketing push, Ann will be doing more in her sales role than she has needed to over the past several years
- Development specific marketing update –
 - Give to the Max Day – social media/email
 - Giving Tuesday – social media/email
 - Annual appeal – social media/email/mailed letter
 - 2026 Bash will be at the Moose Lodge, Oct. 3rd – space theme
 - In initial phases such as committee development, branding, letter to sponsors, etc.
- Sauk Centre Chamber TikTok Video
 - Did a video with the Sauk Centre Chamber that revolved around hiring
 - Discussed doing TikTok at WACOSA – no formal plans now, but reviewing
- DocuShred and community crew price increase coming January 1st
- In house production price increase happens in March after prevailing wage survey completed
- Two new radio commercials produced and now playing on Spirit Radio – both featuring WACOSA clients
 - One for ThriftWorks and one for DocuShred