



Urban Affairs Coalition
A Home for Nonprofits Since 1969

Marketing Committee

Tuesday, March 16, 2021

11:30am – 12:30pm

Urban Affairs Coalition

[ZOOM Video Conference](#)

Agenda

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|------|--|---------------|
| I. | Welcome – Tina D’Orazio Gedgard & Lorina Marshall-Blake, Co-Chairs | 11:30P |
| II. | Updates to the Committee – Brandon Johnson | 11:35P |
| | a. UAC.org | |
| | b. EndingRacismPartnership.org | |
| | c. UAC App | |
| III. | Strategic Discussion: Compass Consulting Mid-Term Review – Craig Blizzard | 11:45P |
| | a. Overview of Compass Consulting Project | |
| | b. Key Process Challenges & Next Steps | |
| | c. Strategic Discussion & Ideation | |
| IV. | Adjournment – Tina D’Orazio-Gedgard & Lorina Marshall Blake | 12:30P |

Next Meeting of the Marketing Committee: Tuesday, May 18, 11:30PM – 12:30PM

Notes from last meeting, 12/7/2021:

1. [See the full presentation.](#)
2. *UAC Communications Today & Future* – Monica presented the annual Communications Audit, with a focus on UAC social media growth and targeted audiences
3. *UAC & Compass Project* – Compass provided an overview of the pro-bono consulting services that UAC will receive; UAC Marketing is one of three areas that will work closely with Compass
4. *Strategic Goal #2: Increase Brand Awareness* – the committee discussed UAC’s development of a go-to-market strategy; the committee shared tools and trends that UAC Marketing could explore to aid in this endeavor
5. Post meeting, Brandon shared examples of a forthcoming marketing campaign, [“Because of UAC” Campaign](#)

Committee Members		
**Board Members		
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Next Meeting of the Marketing Committee: Tuesday, May 18, 11:30PM – 12:30PM



Urban Affairs Coalition
Strategic Alignment Mid Project Review

February 17, 2021

Agenda

- Recap Part 1 of Compass Project
- Review Initial Observations of the Organization
- Discuss Key Themes and Initial Learnings: Human Resources, Marketing, and Program Services
- Next Steps



Project Overview

The Compass team was tasked to assist the Urban Affairs Coalition in further developing their roadmap to aligning the organization with management's strategic objectives



Inputs

- Board and staff interviews
- Review of UAC's existing business processes
- Review UAC's existing Business Unit goals, objectives, and key performance indicators
- Review existing strategic priorities for UAC business units
- Review of organizational culture and values within Business Units



Data Analysis

- Analyze quantitative and qualitative data to assess current practices
- Apply and develop organizational strategy framework

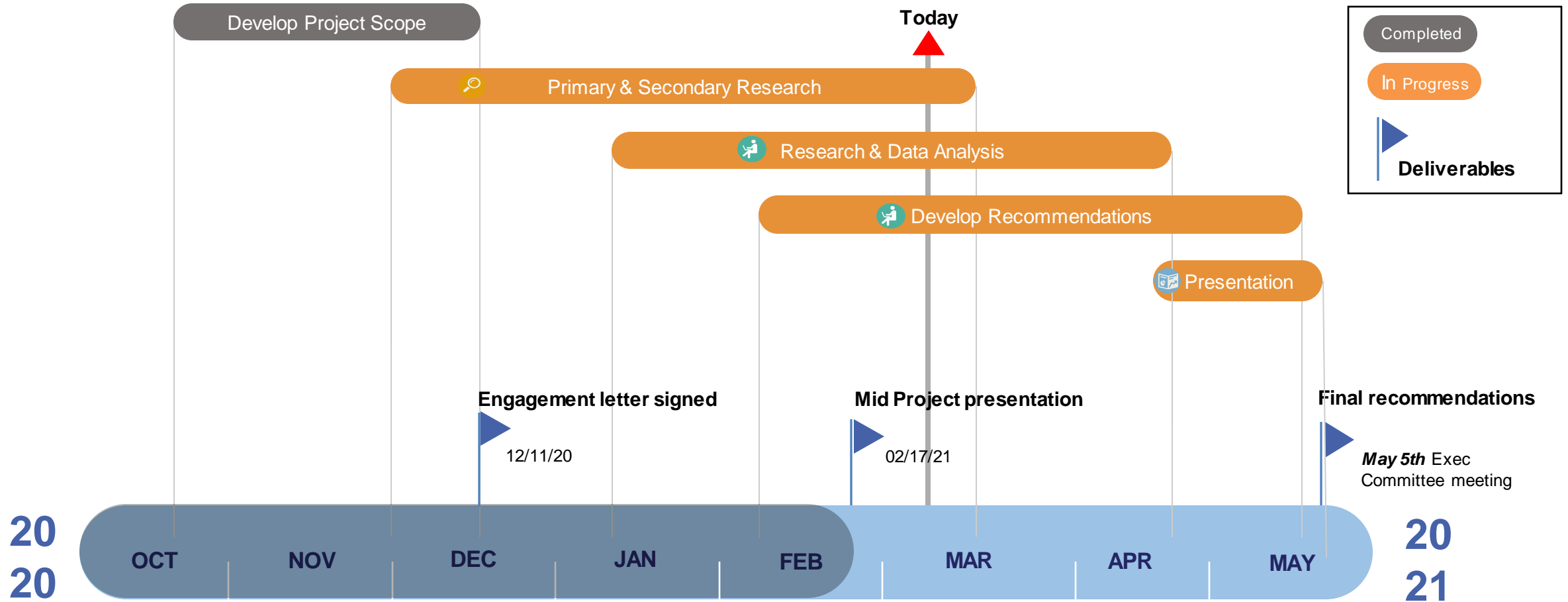


Outputs

- Summary of findings
- Actionable recommendations for Business Unit leads to execute
- Project artifacts such as: process maps, written procedures, project plans, strategy framework documentation



Project Timeline



Agreed Upon Business Unit Focus

UAC management and the Compass team have agreed to focus the project scope on the below functional areas within the group and have assigned internal resources who own the execution of UAC strategy within these teams.



MARKETING



Marketing – Key Process Challenges I

- UAC Marketing team has a primary focus on external communications, public relations and internal communications (in support of the UAC’s overall cultural transformation).
- UAC Marketing does not actively manage typical product/services marketing using the following definition:
“Product/Services Marketing” is the continuous identification and validation of customer and prospect needs followed by the development and implementation management of appropriately profitable ways to fulfill those needs better than competitors“.
- While there are qualitative objectives inherent in the main UAC Marketing activities, they are not quantified:
 - Increasing Brand awareness
 - Driving new business
 - Retaining Partners
 - Retaining Donors and Funders (government and private)
 - Optimizing Social Advocacy



Marketing – Key Process Challenges II

- In the context of the above, UAC Marketing’s current focus is not considered “data driven”. While there are some quantitative indicators for many of the actively used communication channels (e.g. views on social media), performance is not measured against a pre-established quantified KPIs whose achievement has expected positive linkage to overall UAC objectives.
- There appear to be significant uncertainties which have emerged or are emerging in other internal UAC functions as a result of their ongoing evolution and digital transformation which affect communications strategy and tactics.
- Further definition of how UAC Marketing is expected to fit into the overall UAC digital transformation would be beneficial.
- Mapping existing Communication and PR processes via Signavio will be a new endeavor for all involved.



Marketing - Next Steps

- Work with UAC Marketing to map several of its important existing external and internal communication and public relations processes via Signavio.
- Work with the UAC Marketing team to develop, where possible, quantifiable KPIs for the mapped processes.
- Identify and validate the best ways in which UAC marketing can utilize and/or contribute to UAC digital transformation.
- Map other existing communication and PR activities with Signavio as appropriate.
- Using the concept of “Product/Services Marketing”; evaluate the potential to expand UAC Marketing to begin this type of expanded outbound and inbound marketing.

Examples of this kind of evolution could include:

- Creation of a tool to evaluate current and prospective partners relative to attractiveness to UAC (e.g. fit with UAC reasonable deliverables and margin expectations)?
- Creation of a finite portfolio of semi-customizable product offerings with pricing guidance?
- Creation of a services offering/pricing tool to ensure cost coverage plus margins on all/most partnerships? (i.e. how to standardize partner expectations?)

