

RVAA Marketing and Branding Committee Agenda
5/8/2024 – 1:00 pm CT

Join Zoom Meeting <https://us02web.zoom.us/j/87393757919?pwd=QTIHUEMxaHpaUzhJekxNMWp2T0c3UT09>
Meeting ID: 873 9375 7919
Passcode: 891191

Attendance:

Guests:

Agenda

1. Introduction
 - a. Meeting Timing: No more than one hour
 - b. Intros, Meeting Guidelines
 - i. Committee cameras should be turned on to encourage collaboration
 - ii. Non-voting attendees should have their cameras and microphones off unless invited to collaborate. Chat contributions are welcomed.
 - iii. Guests attending by phone will identify themselves or be dismissed from the meeting
 - c. USAV MarComm and RVAA M&B have scheduled monthly meetings. The meetings have provided an opportunity for open communication about current USAV MarComm initiatives, RVAA M&B upcoming projects, discussion, and feedback.
2. USA Volleyball Marketing – Kassidi Gilgenast, Chief Marketing Officer
Update from USA Volleyball MarComm (20 minutes)
 - a. USAV – RVAA joint marketing efforts
 - b. Club Director Survey
3. RVAA M and B
 - a. Review of Efforts
 - i. Commercial
 - ii. Information Timeline to RVAA
 - iii. AVCA Convention
 - b. Social Media (Jimmy)
4. Action Items

Directions on locating materials:

- 1) Microsoft Teams > Select **Files**
- 2) Select>**USA Volleyball/Regions**
- 3) Select>**General**
- 4) Select> **MarComm Creative**