

RVAA Marketing Committee
September 19, 2022 10:00 am ET

Meeting Login Information

<https://us02web.zoom.us/j/83177219425?pwd=cmIDKzJZNFRUc1R6aXlvcjU1aEtPUT09>

Meeting ID: 831 7721 9425 Passcode: 659846

+13126266799,,83177219425#,,,,*659846# US (Chicago)

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I. Welcome/Introduction

- a. Voting members and invited guests will have camera on. Non voting attendees will have cameras and microphone off.
- b. Mute sound unless speaking
- c. Put name and affiliation on screen, phone numbers will be identified
- d. Meeting is recorded

II. Roll call and recognition of guests

III. M and B/Region Assistance

- i. Calendar - Committee putting in general timeline of when and what M and B materials are needed by the Regions (Bush)
- ii. Social Media Tags – will gather from all Region and share with RVAA so that we are more active in sharing one another's information across social media platforms
- iii. USAV planned/plans to share information about Regions/the Regions in respective zones via social media (Gilgenast)
- iv. Membership Information to Regions / Why USA Volleyball? (Bush)

IV. USAV Events – How M and B can assist with making USAV National Championships a better experience (Mueth)

V. USAV Newsletters - scope of their reach (opens, click throughs, and any demographics). (Armson Dyer)

VI. USAV Marketing - Kassidi Gilgenast, Chief Marketing Officer USA Volleyball

- a. Awards and Recognition
- b. Coach Academy Toolkit

VII. Other New Business

VIII. Adjournment

Chair – Laura Bush (North Country)

COMMITTEE MEMBERS:

Jen Armson-Dyer (Badger)
Jason Badall (Intermountain)
Steve Bishop (Florida)
Harold Cranswick (Arizona)
Anne Davenport (Southern California)
Kevin DesLauriers (Garden Empire)
Lisa DiaGiacinto (Chesapeake)
Lisa Madsen (Heart of America)
Steve Mueth (Gateway)
Shawn McCarty (Oklahoma)