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**2024 Fourth Quarter Communications Committee Meeting**

**Wednesday, October 2, 10 a.m. ET**

**Attendees:** Melissa Clontz, Tim Enstice, Jessica Keiser, Jim Kibler, Katie Montgomery,

Devon Possanza, Pete Symons, Rebecca Walker

**Notes**

* Welcome – Melissa
* New ONE Future slide deck – Jim
  + Jim reviewed the new overview of ONE Future slide deck, which includes the history of the organization, how we collaboratively set targets, our current goals and our approach for setting targets beyond 2025.
* Third quarter visibility overview – Adfero
  + Rebecca shared that the organization has continued highlighting the ONE Future mission and core principles. Several posts discussed the ONE Future protocol and what sets the organization apart.
  + Our social media content continued to amplify member deployments of innovative technologies and initiatives that tie to ONE Future’s mission.
  + Jessica asked if it would be helpful for member companies to proactively provide a “heads up” when social media will be posted.
    - Rebecca and Jim confirmed that ONE Future monitors members' social media channels; however, it’d be helpful if companies proactively emailed ONE Future.
  + Rebecca shared that while Q3 was light on media announcements, ONE Future is planning announcements about the MAC study and the annual report.
* Annual report feedback – Adfero
  + Rebecca walked through the report and explained that we’re using the new, refreshed template from last year with new content and will have the final data from the Trinity team in the coming weeks.
    - Pete explained that Southern Company Gas would send some suggested edits and new photos for consideration.
  + Rebecca explained that there is a placeholder where we plan to showcase some of the 83 abatement technologies and activities. She requested that committee members send along any they would want to be highlighted.
    - Tim mentioned that Atmos has a few he’ll send along for consideration.
* Website audit results – Adfero
  + Rebecca shared the results of the website audit and said that the goal will be to ensure the site has a cleaner and more consistent look and feel that reflects the forward-looking nature of the coalition. The new site architecture will follow best practices for navigation and user experience.
  + Rebecca presented two design options. Each option meets web accessibility standards and carries through the coalition's brand standards.
    - The first option is a “bento box” approach, a grid format with structured rounded blocks and bite-size content to present information in a more digestible format. This concept direction is reflective of some of the designs that are seen in the annual report. Although photos wouldn't be the main focus of this concept, the design would still lend itself to incorporating member company photos throughout.
    - The second option concept is significantly more photo-forward. Rather than the grid structure, the site would use photography to shape the structure of the pages, with text over photos, still bringing in ONE Future branding colors but having those photos be the focus of the design.
    - The committee chose option one.
* 2025 workshop details reminder – Devon (Easter Associates)
  + Devon explained that planning continues for the 2025 workshop. The hotel is secured, and the team is waiting to send the reservation information to members, as it’s still a bit early.
  + Devon and Jim continue to identify speakers and have begun discussing exhibitors and increasing their participation in the meeting.
  + Jim added that ONE Future has never been this far ahead with planning.
  + Devon reminded the committee that the workshop will be April 29 and 30.
* Open discussion
  + Scholarships value
    - Jim led a discussion around the value of the scholarship program relative to the amount of time and energy it takes to manage.
    - The group felt there was not enough data measuring the impact to make a recommendation.
    - The committee agreed that the subject should be discussed at the November annual meeting with the steering committee.
* Committee member updates
  + There were no committee member updates.
* Open discussion
  + Jim shared that in 2025, Melissa Clontz will transition her responsibilities for member communications and committee management to Easter Associates.