



## Communications, Marketing and Education Committee Spring Meeting

Monday, April 25 | 1:00 pm Central

Chair: Lynn Picone, GAF | Vice Chair: Mark DeFreitas, SOPREMA

Zoom Call Number: 301-715-8592

URL: <https://us02web.zoom.us/j/86128770917?pwd=WG5LejJnRE9DMUFCS2dReFNGaHc0QT09>

Meeting ID: 861 2877 0917

Passcode: 522138

### Discussion

### Supplementary Materials

#### Call to Order

#### Roll Call

#### Antitrust Compliance Policy

#### Agenda Review & Approval

#### Approval of April Committee Meeting Minutes

- April Meeting Minutes

#### Recap of Q1 2022

- Excellence Awards 2022
- Technical Content
- Speaking Engagements
- Trade Media
- Metrics & Analytics (website/ social media)

#### Working Session

- Video Development Discussion
- Social Media Homeowners Survey
- Did You Know Series
- Video Transcripts
- Homeowner Survey Proposal
- Submissions List- DRAFT

#### Updates

#### Action Item Review

#### Next Meeting

#### Adjournment