

ESCOP Communication and Marketing Committee Agenda Brief

Members of the ESCOP Marketing Committee including Lee Sommers, ESCOP Chair, met with ECOP leadership, kglobal and Cornerstone on January 13, 2012, in Washington DC, to discuss the merits of ECOP joining ESCOP in the kglobal/Cornerstone Communication and Marketing efforts.

kglobal and Cornerstone were asked to submit a proposal that would include a joint effort for ESCOP and ECOP. See the joint proposal by kglobal and Cornerstone in the link below.

<http://ncra.info/docs/Marketing/kglobal02082012.pdf>

The ESCOP System Communication and Marketing Committee met during the CARET meetings in Washington DC, on February 26, 2012. A key agenda item at this meeting was a discussion of the joint ECOP/ESCOP Marketing Proposal from kglobal/Cornerstone. ESCOP approved moving forward on a joint effort with ECOP on February 27, 2012, providing ECOP also approved the joint effort.

ECOP approved the joint proposal at their national directors meeting in March, 2012. A Working group will be formed soon to develop the operating procedures for a joint ESCOP/ECOP effort.

Background: At the national ESS meeting in 2010, a second three-year assessment for the Marketing effort was approved starting in April of 2011. ESS is nearing the end of the first year of the second three-year annual assessment for \$300,000. The joint ECOP/ESCOP effort is for two years at \$400,000 with ECOP paying half. The ESCOP assessment will be reduced to \$200,000 for the last two years of the three-year assessment.

Action requested: Information only