

INSILC Marketing and Engagement Committee Meeting

May 12, 2026 Minutes



1. Roll Call Attendance

- Cara Burchett - Present
- Dee Ann Hart - Present
- Amy Luellen – Present
- Kelly Samson - Present
- Luis Roman - Not Present
- Lexi Westerfield – Not Present

2. Event Outreach Updates

- New Albany Town Hall
 - i. Over 90 registered, 84 people attended. We earned one [press hit](#) and over 70 Facebook shares. We reached out to over 30 local orgs and had 10 exhibitors. 131 visitors came to the townhall webpage from the Google ad grant.
- Virtual Input Forums
 - i. Reached out to 34 organizations and counting
 - ii. Initial Facebook post shared by 72 including parter orgs like Centers, the Governor’s Council for People with Disabilities, and IU Center on Community Living and Careers
- Columbus Town Hall
 - i. Reached out to 27 organizations/relevant contacts so far
 - ii. We have 4 exhibitors and expecting more

3. Google Grant Review

- This year we’ve had 2,827 website visitors so far.
- After the homepage, our most popular page is the Centers/Resources page
- This year, the grant has generated nearly \$1,700 in ads so far with a 100% conversion rate, which means staying over 60 seconds.

- The “town halls” do flag Google’s screening for special/political issues, which means campaign effectiveness will be limited
- We plan to keep the grant to capture organic traffic looking for disability resources

4. How to Benchmark Town Hall Events

- Number of people introduced to IL for the first time (question on post-event survey)
- Make use of surveys
- Pull new users from analytics

5. Statewide Marketing Campaign Introduction and Discussion

- Next step is to draft a Request for Proposal and make a list of organizations that can help us create and implement a campaign.
 1. Make sure to let Center Boards be part of the discussion
 - ii. We can discuss the desired provider criteria
 1. Disability-led
 2. Minority owned
 3. Experience working with nonprofits
 4. Existing Center/Alliance referrals
 5. Experience marketing to diverse audiences
 6. Experience collaborating with multiple stakeholders
 - iii. Committee members can help by researching firms

6. 15-Minute Comment Period

- Please see INSILC’s policy on participation in public meetings in its [Public Facing Policy Manual](#).

7. Adjournment

- Motion to adjourn: Kelly Samson
- Second: Dee Ann Hart
- Unanimous Approval