

Dec. 31, 2008

TO: WSSA Board of Directors

FR: Janet Clark, Center for Invasive Plant Management, Montana State University

RE: Marketing recommendations for IPSM

IPSM marketing was handled cooperatively by three entities in 2008:

1) Allen Press, Contractor

<b>Allen Press Marketing – as of Sept. 30, 2008 (3rd qtr report)</b>			
	<u>Expense</u>	<u>Budgeted</u>	<u>Variance</u>
Press releases	\$1,200	0	\$1,200
Promotions	\$12,134	\$15,000	(\$2,866)

Allen Press handled everything related to *institutional* marketing and subscriptions, advertising design, printing, most of the ad placements in other journals, shipping and postage, and attendance at several meetings.

It is likely that by the end of the fourth quarter, Allen Press will be over budget for marketing. However, that is balanced out by --

2) Janet Clark/CIPM, Contractor

<b>Janet Clark/CIPM, contractor – as of Dec. 31, 2008</b>			
	<u>Expense</u>	<u>Budgeted</u>	<u>Variance</u>
Salary (\$35/hr)	\$2,240	\$5,460	(\$3,220)
Travel (transp'n, hotel)	\$1,850	\$4,000	(\$2,150)
Marketing materials, display shipping, print ads	\$192	\$2,500	(\$2,308)

Janet Clark primarily handled marketing to potential *individual* subscribers such as natural resource managers and weed managers at the local, state, and federal levels. She worked with Allen Press and Joe DiTomaso in developing the marketing postcard (for which Allen Press incurred the printing expenses) and which may be modified in the future for print ads. In addition, she issued news briefs about IPSM to newsletters aimed at land managers.

It is likely that by the end of her contract (Feb. 28, 2009), Janet will be under budget. Much of the anticipated production and printing of marketing materials and the time required to develop them was absorbed by Allen Press.

### 3) Joe DiTomaso, IPSM Editor

Joe DiTomaso attended a number of meetings and conferences at which he gave presentations about IPSM and hosted the IPSM display. He also distributed subscriber postcards. Much of his effort focused on potential *authors* and individual subscribers. In addition, he encouraged people to urge their institutions to subscribe to the journal.

#### Recommendations for 2009:

- Continue marketing IPSM to potential subscribers and contributors as well as to institutions.
- Increase marketing efforts to individuals in the South and East – to increase subscriptions *and* paper submissions from those areas.
- Increase marketing efforts toward individuals in the fields of restoration, ecology, and aquatic vegetation management.
- Budget for Allen Press marketing at levels similar to 2008.
- Budget for travel for the IPSM editor (2-3 trips/year?).
- Budget \$10,000 for continuing outreach to potential subscribers/authors (salary, travel, display shipping, other postage). This could take the form of a continuing contract with J. Clark, or J. Clark and other individuals to focus on East Coast and/or aquatics, or another contractor.