# SGIP CME WG MARCH MEETING MINUTES

<table>
<thead>
<tr>
<th>Meeting/Project Name:</th>
<th>Communications, Marketing, and Education Working Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Meetings:</td>
<td>3/18/2011 and 3/30/2011</td>
</tr>
<tr>
<td>Location:</td>
<td>Virtual at 4pm Eastern</td>
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<tr>
<td>3/18</td>
<td></td>
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<tr>
<td>3/30</td>
<td>9am in Nashville at Spring F2F</td>
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## 1. Meeting Attendance – 3/18

**Roll call:** Chair, Mladen Kezunovic, Paul Boynton, Paul Centolella, Mike Coop, Benjamin Dunton, Stuart McCafferty, David Milenthal, Carrie Parks, Perry Pederson, Tariq Samad, Vicki Trees, Scott Ungerer, Randy Wedin, Steve Widergren, Edward Yim

## 2. Meeting Agenda: Topic & Actionable Outcomes

Please note that the March 18th meeting was to prepare for the Face-to-Face session. Therefore the notes on projects have been combined.

1. **Request to SGIP WGs and committees to report news: Matt Theall**
   - **a.** Matthew was not available to provide report. Email address of sgipnews.editor@enernex.com was established for receiving news from chairs and group leads.
   - **b.** ACTION: Mladen or Matt to send request for news from chairs.
   - **c.** ACTION: To improve outreach, Mladen asked to establish formal liaisons with various SGIP committees and WGs to enhance coordination and collaboration. Perry Pederson to lead that effort.

2. **sgipweb.org improvements: Jeny**
   - **a.** Improvement comments were passed along to Clasma subcontractor who manages sgipweb.org. They are to provide feedback on timeline for completing items.
   - **b.** Additional site comments needed from group regarding difficulty of finding content. Members to assist in deciding what content should be where. Proposal of a Domain Graphic Architecture breakdown to content
   - **c.** ACTION: By Feb. 25, members are invited to provide feedback to Mladen on website.
   - **d.** ACTION: Jeny to add SurveyMonkey to site. Jeny to inquire how this can be done. Needs internal clarification on whose account to use for this purpose.
   - **e.** The discussion at the F2F meeting clearly indicated that SGIP TWIKI is good but the website has to be developed too
   - **f.** ACTION: Mladen to look into the funding issues that will allow development of the SGIP website

3. **Flyer #3 “What is interoperability” preparation: Perry**
   - **a.** The “Interoperability” flyer is drafted by Perry and after feedback from Marty Burns it will be shared with the CMEWG members for comments
   - **b.** The flyer development should take a Q/A form and should be focused on certain stakeholder group cases
   - **c.** ACTION: the updated flyer to be distributed to WG members for comments (completed)

4. **Flyer #4 “What is the value of interoperability” preparation: Vicki and Benjamin**
   - **a.** No update was provided.

5. **Power PP and Video activity: Tariq and/or Brent**
   - **a.** Underway now.
   - **b.** ACTION: Tariq still needs to review current SGIP 101 posted to site and determine its update as needed (completed).
   - **c.** SGIP 101 pp slides are reviewed and suggestions for improvements are made. Tariq and Brent are expecting feedback on suggested updates.
   - **d.** ACTION: WG members to provide feedback to Tariq and Brent
   - **e.** ACTION: Jeny to update the missing or outdated information

6. **Distribution of earlier flyers: Jeny**
   - **a.** Approximately 1,000 remain of both “What is SGIP” and regulator-specific (Flyer #1 and #2 respectively).
   - **b.** Administrator has reviewed what meetings they will have attendees to distribute remaining.
   - **c.** ACTION: Jeny was asked to prepare an inventory count of remaining flyers and to indicate where EnerNex may be able to distribute the flyers
   - **d.** ACTION: Linda Evers requested 400 for American Association of Blacks for Energy’s next meeting in April. Jeny to provide Linda with flyers
New Items:

1. CMEWG developed a procedure how to support distribution of PR items from GB meetings. This process was used to generate a newsletter that followed the last GB meeting.

2. **Marketing Plan:** Scott Ungerer to compile a formal marketing plan, which should include:
   a. Prioritization list (what activities to focus on) with measureable objectives, targeted audiences list, strategies by priority
   b. Creative ways to gain resources (how to raise funding for this group); develop a budget
   c. Mladen to send to Scott the elements of the budget and marketing plan developed as a part of the CMEWG Roadmap

3. **Twiki updates:** Jeny to complete an update of Twiki pages in the next 4-6 weeks

3. Next Meetings

<table>
<thead>
<tr>
<th>Date:</th>
<th>April 26, 2011</th>
<th>Time:</th>
<th>4:00pm EDT</th>
<th>Location:</th>
<th>Virtual</th>
<th>Objective:</th>
<th>Report on action items</th>
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<table>
<thead>
<tr>
<th>Flyer</th>
<th>Title</th>
<th>Phase</th>
<th>Responsible</th>
<th>Supply</th>
<th>Status</th>
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<tbody>
<tr>
<td>1</td>
<td>A New, Open Forum for Standards Collaboration</td>
<td>Printed. Update in Q2 2011</td>
<td>Administrator</td>
<td>1,000</td>
<td>2011 Distribution: • February: 200 at Distributech (EnerNex) • April: 400 at AABE (Linda Evers) • May: 200 at WindPower (EnerNex)</td>
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<tr>
<td>2</td>
<td>Smart Grid Standards &amp; Implications For Utility Regulation</td>
<td>Printed. Update in Q3 2011</td>
<td>Administrator</td>
<td>1,000</td>
<td>2011 Distribution: • February: 200 at NARUC (EnerNex)</td>
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<tr>
<td>3</td>
<td>Working title: What is interoperability</td>
<td>Draft</td>
<td>Perry</td>
<td>TBD</td>
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<tr>
<td>4</td>
<td>Working title: What is the value of interoperability</td>
<td>Draft</td>
<td>Vickie, Benjamin</td>
<td>TBD</td>
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