

Marketing and Outreach Update
by *Ellen Bickelman*

I am delighted to be back part-time at MHEC, this time in a slightly different capacity of outreach and marketing. MHEC's success at expanding membership over the past several years confirms that our contracts and services offer value and cost savings to members. However, there are still colleges, universities, municipalities, private elementary/secondary schools and educational not for profit organizations that are unfamiliar with the benefits of MHEC membership. Our goal is to receive between 1-3 new applications each week. Continuing to increase membership at a steady modest pace will ensure that members continue to receive the responsive customer service that they've come to expect from MHEC.

This year, we will be focusing on:

- Non-member Colleges and Universities
- Local Housing Authorities
- Educational Not-For-Profit Organizations
- Museums

In addition, with the submission of quarterly spend data, MHEC now has more accurate and timely information for analyzing spending trends. I will be reviewing reports to identify trends in member spending in FY 2012 and FY 2013: which members are spending more or less on MHEC contracts; which supply partners have reported the greatest increase and decrease in purchasing by MHEC members? I plan on reaching out to a small group of members and suppliers to discuss what the data seems to be suggesting and report to the MHEC Board on trends and recommendations.