

# VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

## VBA Marketing Committee Meeting August 29, 2024 | 10am-12pm

### Join Zoom Meeting

<https://us02web.zoom.us/j/81979089390?pwd=biszejA5YjhVa0xkNVBvNXZITkZwZz09>

Meeting ID: 819 7908 9390 | Passcode: 188941

### AGENDA

- I. **Welcome – Laura Wright**
- II. **2025 VBA Connect | Protect Experience Discussion (March 3-5) – Kristen Reid**
  - a. Other Education & Training Updates
- III. **Financial Literacy Updates – Monica McDearmon**
  - a. [Virginia Reads One Book](#)
  - b. [VBA Education Foundation Annual Fund Campaign](#)
- IV. **Roundtable Discussion – Laura Wright**
  - a. How to increase the number of customer reviews you get online.
  - b. FDIC new signage requirements.
    - i. New Q&A available from FDIC [here](#).
  - c. Recent Email Questions – additional thoughts?
    - i. For those who offer online account opening, do you offer a special, online only account? If so, what type of account and has it been successful in driving new account openings? Overall, are you pleased with how your online account opening channel is performing?
    - ii. Does your bank or mortgage division allow loan officers to operate their own business Facebook pages? If so, how do you keep track of monitoring what they are posting?
  - d. Ongoing Questions
    - i. What are your current marketing focuses/campaigns?
    - ii. What are your current challenges?
- V. **Next Meeting & Adjourn**
  - a. October 21 at the VBA office from 10am-1pm with lunch

