

SPRI
Digital Communications
Wyndham Grand
Clearwater, FL
January 17, 2025



Minutes

Call to Order

The Digital Communication Task Force meeting was called to order at 2:30 p.m. ET by Michelle Miller, Task Force Chair. The SPRI Antitrust Statement was read. *

Roll Call

Those present were:

Michelle Miller, Creativate	Matthew Hollingsworth, Georgia-Pacific Building Products
Warren Barber, National Gypsum - DEXcell	Stephanie Kiriazes, Elevate
Daniel Blasini, Anchor Products	Matthew McGreal, National Gypsum - DEXcell
Brandon Carrasco, Unirac	Alpesh Patel, UL Solutions
Heidi Ellsworth, RoofersCoffeeShop	Steven Wadding, Polyglass USA Inc.
Tony Fuller, National Gypsum	
Steve Hoffman, Tyelus Consulting	

Website Updates

- Wind Design Calculator (see note below)
 - Consistently #2 page on the website (visits & views) – added screenshots from Google Analytics into notes below
 - In touch with previous developer used (Daigham Bowers at CI Design Inc) for options
 - Follow up call to be scheduled.

Content Review

- Published Q4 Blogs
 - Wind Design Seminar Recap 12/16
 - ANSI/SPRI/FM ADT-1 Update 10/24
- Upcoming Q1 Blog Ideas
 - Conference recap – Michelle
 - Winter roof maintenance blog
 - OSB vs. Plywood (from 5/24 agenda) – Matt from GP – time this blog with when we get this in DORA?
 - Parapets (from 5/24 agenda) – written, getting in the next 6 weeks (Warren)

*SPRI complies with antitrust laws and requires participants in its programs to comply with antitrust laws. Discussions which could affect competitive pricing decisions or other competitive factors are forbidden. There may be no discussions of pricing policies or future prices, production capacity, profit margins or other factors that may tend to influence prices. In discussing technical issues, care should be taken to avoid discussing potential or planned competitive activities. Members and participants should be familiar with the SPRI Antitrust Policy and act in conformity with it.

- Thermal performance (from 5/24 agenda) – written, getting in the next 6 weeks (Warren)
- RD-1 – in final draft
- What is an assembly (DORA) - Michelle
- What is a submittal (DORA) - Michelle
- Marketing session recap from October - Michelle
- Trends in codes – Heidi Ellsworth
- Solar on single-ply rooftops (considerations, what to maintain, general education) – Brandon (SEIA is going to finish standards this year – time with when they release theirs), encourage solar guys to join SPRI
- Solar ready roofs – Brandon.

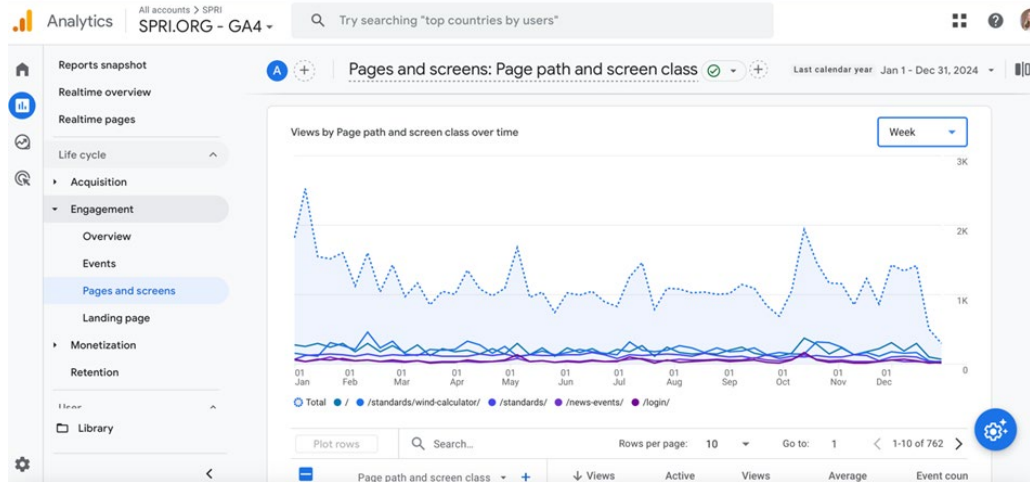
Discussed what SPRI’s blog process looks like and reviewed who is the blog target audience

- Upcoming articles & press releases
 - Conference recap
 - Any task force report outs
- Call for photos
- Quarterly vlog update? (2x year minimum) – Michelle to regroup with Chadwick to see if he’s willing to continue.

October Marketing Event Recap

- Roughly 25 individuals attended
- [Recap email](#) with survey sent out. Performance screenshots below.
- Direct mailing in late January/early February & another email.
- Goal is to stay top of mind. They’ve been added to What You Need to Know monthly email.
- Additionally, SPRI regular attendees received strong feedback. Question was raised to have it earlier. DFW in October is the best option for schedules, and we need to lock down additional conference and hotel rooms if we’re going to pursue in 2025. We need to evaluate making a portion of this digitally accessible or live for those who cannot attend in person.
 - It was also mentioned that marketers attending SPRI create better dialogue and discussion/connection with regular attendees of SPRI
 - For content, giving the SPRI overview was good. Recommended we should give at least a 10-minute overview at a minimum of every marketing session. Make sure to hit first time attendees with a quick 101 fundamentals of SPRI
 - Next session, we should go deeper into items like focusing on how SPRI can better help “my program” (meaning the marketers at manufacturers)
 - Spend more time on calls to action, tangible takeaways – e.g. here’s how to get DORA on the website, SPRI logo, links to SPRI.

SPRI Website Performance, as it relates to Wind Design page performance



Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics. [Dismiss](#) [Learn more about key events](#)

Analytics SPRI.ORG - GA4 - Try searching "top countries by users"

Pages and screens: Page path and screen class Last calendar year Jan 1 - Dec 31, 2024

Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event coun All events
Total	60,942 100% of total	21,165 100% of total	2.88 Avg 0%	0s Avg 0%	111,...
1 /	10,423	5,720	1.82	0s	22,...
2 /standards/wind-calculator/	10,174	3,379	3.01	0s	17,...
3 /standards/	6,001	3,611	1.66	0s	11,...
4 /news-events/	2,496	1,560	1.60	0s	3,...
5 /login/	2,291	942	2.43	0s	3,...
6 /resources-education/	1,419	924	1.54	0s	1,...
7 /spri-task-force-attendance/	1,286	540	2.38	0s	2,...
8 /member-directory/	1,276	634	2.01	0s	1,...

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Adjournment

There being no further business, the meeting adjourned at 3:00 p.m. ET.

Submitted: Michelle Miller, Task Force Chair

These minutes have been reviewed by SPRI Legal Counsel.