

# Technology, Innovation and Communication Committee

## Minutes of January 15, 2013 conference call

Those in attendance:

Amanda Prescott

Laura Fitzgerald

Sarah Macri

Lucila Villaquiran

Lea Nuwer

Minutes prepared by Lea Nuwer

### **Committee Update**

At the fall conference, Executive Council increased the responsibilities of TIC by adding the website and blog to our charge. At that time, our name changed to TICC to add Communication to the title. This new charge has made it appropriate for TICC to be aligned under the Secretary, Kathy Flaherty, instead of the Second Vice President.

We have made some proposals to Kathy in order to establish the working relationship with Ideta Daniel for the web and Charles Scheetz for the blog. We look forward to clarifications so we can move forward.

### **GoToWeb**

Howard has spearheaded the purchase of additional services from Citrix. More training is forthcoming. Meanwhile, the our chairs and Amanda have gone through webinar training with Howard. Amanda summarized the webinar process and we are awaiting Howard's review so we can share that.

SUNYFAP would like TICC to do a training on GoToWeb so they can determine if this product is appropriate for their needs. Amanda has access to screen sharing technology and is comfortable with the GoTo software. She will report back the info on her sharing software.

### **Website Manual**

We are currently testing the instructions/functionality of the Administrative Actions on the NYSFAAA website. We would like to be able to recommend use of this to all Chairs. Chairs can make committee lists, push important messages to committees, update the calendar, post minutes, and determine interest in their committees.

We identified a new volunteer for our committee while testing this. Sean Hudson from Canisius College will be joining our committee.

TICC would like to take control of monitoring the Volunteer form on the website. We will discuss this with Kathy Flaherty. In the meanwhile, Lucy will weed out the non-existent committees listed on the form and we will see if Paula from ATAC can eliminate them.

### **Conference Presentation**

We discussed ideas for TICC presentations at the fall 2013 conference. Depending on our staffing and the needs of the programming committee, we would like to present on two topics.

Social Media Forum: a follow-up panel discussion with schools who have recently started social media practices (how is it working, best practices, reorganizing job duties)

NYSFAAA Website Overview: an instructional review of the NYSFAAA website offerings and use of the blog

### **Open Discussion**

Amanda is also a member of the Membership Committee. They are asking whether TICC could assist with a re-engineering of the Membership Information Brochure. The goal would be to make it more dynamic and appealing by creating more of a “yearbook” feel with such enhancements as photos from all events and trainings, testimonial videos, hotlinks, etc. This seems to be a do-able project once we have our committee guidance in place. To view the current Membership Information Brochure, please click [here](#).

Amanda is also looking for a means by which the conference committee can communicate in somewhat of a listserv fashion. We recommended use of the committee and message functions on the Administrative Actions section of the website.

### **Task List**

1. Lea/Lucy/Sarah: Follow-up with Kathy regarding TICC organization/responsibilities
2. Amanda: research her screen sharing capabilities; determine if she will be able to assist with any SUNYFAP training
3. Sarah: Update Scott Atkinson on GTW training and our research on our ability to assist SUNYFAP
4. Lea/Lucy/Sarah: go through additional Citrix training on GTW
5. Lea/Lucy/Sarah: draft an email and send out the website manual to NYSFAAA Leadership
6. Lea/Lucy/Sarah: follow-up with Kathy on the volunteer form - can we assist distributing leads and have the leads delivered to our TICC email for distribution to the appropriate leader
7. Lucy: will weed out which committees do not exist/are not functional for the volunteer form
8. ALL committee members: think on the above mentioned conference presentation suggestions; brainstorm additional ideas
9. Amanda: follow-up with the Membership Committee on the TICC’s willingness to assist; follow-up with co-chairs on next step

