# Technology, Innovation, and Communication Committee

Minutes of July 10, 2013 Conference Call

# In attendance

Jannatul Ferdous

Laura Fitzgerald

Kathy Flaherty

Sean Hudson

Howard Leslie

Sarah Macri

Lea Nuwer

Christopher Oakley

Amanda Prescott

Minutes prepared by Sarah Macri and Lea Nuwer

# Reports on Projects

Membership Brochure (Amanda): The Membership Committee has no recommendations at this time. Amanda will keep us up to date.

Updating committee information on website (Sean and Kathy): They have obtained a spreadsheet from the Membership Committee on interested volunteers. It needs to be sorted, and to verify the volunteers are still interested, as it dates back to 2004. Kathy will touch base with Executive Council on chair access and our role in this function.

Tech Research (Amanda and Laura): Submitted reports on Wiki Slideshow, Evernote, Google Hangout, and Presefy iPhone control of PowerPoint. Summaries are appended to minutes.

Website document sharing: Kathy will request that Chairs let us know if they are interested in the document sharing portion of the website. There may be an opportunity for setting up levels of access. Deadline for letting us know is set at July 25. If there are more than five groups interested, we will determine whether there can be sharing. We budgeted for setup and five committees.

# New Projects/Issues

Howard had a number of issues to present:

* ATAC can create QR codes. The blog code will be marketed in the Blog presentation.
* There are unused/under used features on the website. Lea will contact Paula to review these functions with us.
* GoToWebinar has finished beta testing on interface between the webinar registration and a membership database. Lea will contact Paula about this functionality and how it can also be used to discern appropriate blog registrants. We will need to determine the cost (we have since learned that this was not included in the Statewide Training budget). We will include Jan and the Statewide Training in these conversations. This will also force the discussion of who is considered a member between June and the conference, and we will have to determine webinar setup parameter for without or pending approval.
* GoToWebinar video conference training should be available by now. Howard will follow-up with Citrix on this.

Blog: Sean will present a PowerPoint at the August 15th Executive Council meeting via GoToMeeting. It is almost complete at this time. Sean is also working on calendaring blog entry topics to recruit people to write. Kathy will assist him with the NYSFAAA timetable of events. Lea will discuss running registrants through a database check to make sure they are NYSFAAA members. This may even increase membership from groups such as high school counselors.

Social Media Reach: We are trying to increase our reach. NASFAA is doing great promotion of its social media resources. Perhaps we should use our younger members to encourage our mature members to use social media. We may consider regional social media persons to inspire the regions. Similarly, we are considering, but have tabled, a discussion on regional media contact persons.

Technology Resource Survey: We will abandon this survey at this time. The GoTo products have all but eliminated the need for the information it housed.

**Next Meeting**

To be announced

**Task List\***

**Jannatul Ferdous** : Envision ways to promote our social media sites

**Laura Fitzgerald** : Envision ways to promote our social media sites

**Kathy Flaherty** : Continue work on volunteer page of website, assess Chair interest in private document sharing space, assist Sean with calendar, envision ways to promote our social media sites

**Sean Hudson** : Continue work on volunteer page of website, complete and present Blog PowerPoint to Executive Council, work on blog calendaring, envision ways to promote our social media sites

**Howard Leslie:** Follow up with Citrix on GoToWebinar video conference training,envision ways to promote our social media sites

**Sarah Macri:**  Envision ways to promote our social media sites

**Lea Nuwer** : Contact ATAC regarding unused/underused website functions, interface between membership list and blog/webinar registrants, envision ways to promote our social media sites

**Christopher Oakley:**  Envision ways to promote our social media sites

**Amanda Prescott:** Listen for updates on the Membership Brochure,envision ways to promote our social media sites

**\*Please ask your Facebook financial aid friends to like our NYSFAAA page. This was not discussed at the meeting, but we would appreciate your assistance with this.**

**Tech research notes from Laura Fitzgerald**

**Wiki SlideShare**

Wiki SlideShare is a web-based slide hosting service. Registered users can upload presentations and share them in a private or public capacity. Uploaded presentations can be viewed on the site itself, on hand held devices or embedded on other sites. The site allows a user to upload Power Point presentations or use preformatted slides to create their own with varying colors, borders and backgrounds. Even though the site is mainly used as a slide hosting service it also supports documents in the following formats: PDF, Keynote or Open Office. YouTube videos can also be added into slide presentations. Viewers can then rate or comment on the uploaded content.

While other paid services like WebEx are used more frequently for remote presentations they do not provide for online storage and archiving. SlideShare assigns a permanent URL to each file that is uploaded. The free version of SlideShare has a limited storage capacity and typically uploaded files cannot be larger than 20 MB. The free version will also only allow the user to share one presentation. Pro versions of SlideShare are available at an additional annual cost. Paid accounts allow users the ability to share more presentations, measure performance, upload larger formats and high resolution video, create a SlideShare channel extension and control and monitor comments. Significant discounts are provided on paid versions to educational and non-profit organizations.

**Evernote**

Evernote is free browser extension that is available for Google Chrome, Mozilla Firefox and Safari. It can be used to “clip” internet content to be saved and archived on the users’ Evernote account. This content can then be easily accessed at another time from any computer or hand held device. Users can save “snippets” (small pieces of information within a page), images, entire pages worth of information or the main content of a page (minus advertisements, comments, etc.) Premium accounts (with an annual cost) have several other features such as:

1. Clearly – an application that will read articles to the user so that he or she can focus on other tasks simultaneously.
2. Unlimited Business Card Scanning – Users simply take a picture of a business card with a handheld device and Evernote will add person into contact information.
3. Skitch – an application that allows a user to incorporate shapes and sketches into the content of a message.
4. PDF annotation- an application that allows users the ability to give feedback on PDFs by using arrows, texts and shapes.

**Tech research notes from Amanda Prescott**

**Google Hangout**

Google Hangout appears to be a chat client which includes video chat capabilities and boasts the ability to operate from any platform---PC, Mac, Droid, Tablet, iPhone/iPad. Unlike FaceTime and other similar video chat clients, the focus is on multi-user interaction rather than person to person interaction. One feature allows a user to broadcast a hangout over the internet which would be accessible to anyone with access to a web browser.

Similar to other chat clients which use audio/video, correct equipment (basic headset, mute button) is recommended by frequent users of multi person hangouts. Hangouts on Air are postable online and are embeddable in websites and into a Google+ event.

Digital Trends recently published an article on 5/27/2013 citing privacy concerns related to Google's decision to drop the Server-to-Server (S2S) protocol which would have allowed users to use the Hangout client without signing in to their Google Accounts. This decision didn't really impact users who were used to Google Chat and simply "upgraded" to using Google Hangout. However, it does impact a new user making the decision as to whether or not to use Hangout versus another client, based upon whether they are comfortable with the need to sign in to a specific Google Account in order to use the service.

**Presefy iPhone Control of PowerPoint**

Presefy hosts the PowerPoint and converts it for use on their website. You provide your username/website name with Presefy so that others can “tune in” to your presentation. You use your iPhone and the provided QR code to get to the website on your phone and control your presentation from the phone by “sliding” to each slide. Unfortunately limitations include PDF and PPT(x) file presentation \*only\* as well as conversion failure if either video or photo are embedded in the PPT(x).