Technology, Innovation, and Communication Committee

February 25, 2015

Minutes

In Attendance:

Jannatul Ferdous

Kathy Flaherty

Howard Leslie

Lea Nuwer

Minutes prepared by:  Lea Nuwer

**TICC Membership**

We are waiting to hear about continued participation from Jason Boyd, Stephen O’Meara, and Robert Shaw. Julie Rehder, Tim O’Donnell, and Chris Oakley have stepped down. We need people from regions 2, 4, and 7. Lea Nuwer solicited this through the regional list-servs, but has not received any replies. Lea and Kathy Flaherty will identify and contact the appropriate regional chair/Exec Council rep for assistance.

**New Technology (Randy)**

Not present to report. Howard Leslie is always looking for alternatives to/for webinars.

**Update on Executive Council Items**

The Membership Survey closed 12/30/14.

Members indicate their interest in volunteering when they join/renew membership. Committee chairs should check under their committee in the administrative portion of the website for lists of interested volunteers.

Webcam purchase is no longer necessary due to the availability of laptop technology.

ATAK cannot connect our calendar with Outlook at this time.

Vendor advertising is not allowed on our social media platforms, as per the established Policy & Procedure. That said, there is no filter on the listserv. Kathy Flaherty will review the posting that initiated this inquiry to determine if there is an existing issue. Lea Nuwer will check with Paula at ATAK to determine whether we can filter so that other than Active members must be approved by an editor.

**Letter to the President**

A letter has been drafted to Kerrie Cooper to offer our services and let her know we are open to change. Kathy Flaherty will edit this.

**Follow-Up on Howard’s Notes**

Regional training registration worked out well. There were 240 registrations, with 207 attending (please note the inclement weather across New York state on that date). Statewide Training is hoping to do two regional trainings per year.

Howard Leslie is requesting that we analyze the survey by region, as time permits.

Howard Leslie also recommends that we look into GoToWebinar surveys. Kathy Flaherty suggests changing some of our existing verbiage and order to liven up our Survey Monkey surveys.

Howard Leslie has reviewed and will re-send Expertise Database clean-up suggestions.

Howard Leslie created recommended birthday greeting text for Kerrie Cooper to edit. Lea Nuwer will reach out to Kerrie Cooper for the final version.

Executive Council did not discuss the ATAK generated QR code. It could be used for things like College Goal Sunday, conference, HS Guidance Counselor events, etc.

Lea Nuwer will contact Sean Hudson from the 2015 Conference committee to recommend table tents at mealtime with QR codes for volunteerism, mentoring, etc. The QR code could take them to an entry form so they can indicate their interests, receive coupons, etc. Lea will bring Sean’s thoughts back to the group.

Exec Council buy-in on issues:

* + Committee blog writing: Include mention of this in the letter to the President, and Jannatul Ferdous will also contact the committee chairs. Kathy Flaherty will put together highlights of Executive Council meetings in blog posts. Jannatul Ferdous will follow-up with the committee chair Kathy blogs about.
	+ Calendar updates: Kathy Flaherty will reach out to committies and regions as Secretary.
	+ Posting of minutes: Kathy Flaherty will reach out to committies and regions as Secretary.
	+ Potential changes to website: Kathy Flaherty will ask Kerrie Cooper to charge regional reps to have a focus group at their next regional meeting.
	+ Polling of social media interests: Kathy Flaherty will ask Kerrie Cooper to charge regional reps to include this in a focus group at their next regional meeting. Jannatul Ferdous will send the polling questions to Kathy Flaherty.

**Conference committees (2015, 2016)**

There is already 2015 Buffalo conference information on the website.

The 2016 conference committee wants its own listserv and private document storage. A new listserv would cost $50 setup fee and $5 per month. Lea Nuwer will recommend that they consider a private Facebook group. The private storage is available.

**Website**

Kathy Flaherty has been keeping in contact with Ideta Daniel. Novice is now more prominently displayed. Kudos to Ideta for a job well done!

**Next Meeting**

To be determined. We will attempt to send calendar invites.