**Technology, Innovation, and Communication Committee**

**Action Plan, September 2016**

TICC is focused on improving website presence with the primary intention of attracting and retaining members, and the secondary goal of serving students and their families:

* **Pursue request to ATAC for mocked-up website:** Heather Adner will contact Paula Gordon regarding progress on the mock-up requested earlier in summer from first focus group. The mock-up will be reviewed by a second focus group.
* **Possible enhancements:** Consider separate Training tab, weekly federal and state updates, and blog feed to homepage. Schedule monitored open discussion roundtable chat sessions, pending investigation of website capability for the chats and potential additional cost, if any.
* **Maintain fresh appearance of materials on website:** Materials displayed should be updated weekly to avoid stale appearance. This will require buy-in from regions, committees, and Executive Council. TICC will service as a conduit, but it is out of scope for TICC to provide the content.

Established timeframe for implementation:

* **February 2017**

The TICC is requesting the support of Executive Council with the following:

* **Require participation from regions and committees:** Chairpersons should supply regular updates, post minutes, contribute to the blog, and update the calendar and NYBuzz on a regular basis as part of position duties.
* **Solicitation of feedback from Chairpersons:** Relay of feedback pertaining to Chairpersons’ issues/concerns with this policy and their ability to update on a regular basis.