Technology, Innovation, and Communication Committee

Meeting Minutes October 27, 2016

In Attendance: Heather Adner, Lea Nuwer, Howard Leslie, Kath Flaherty, Janatuul Ferdous, Ajana Wilkinson, and Mary Roche

TICC has been moved back under the Second Vice President.

As per the Annual Report, the 2016-2017 Goals & Objectives for TICC are:

* Effectively advocate and encourage two-way communication, ensuring member inclusion
* Support technology needs across all regions and for all committees
* Support website improvement, development, and maintenance. Continue to investigate and incorporate best practices.
* Serve as caretaker of NYSFAAA’s public image via social media.

ATAC is working on a mock-up of a more modern website launch/start page.  That should be ready for our next TICC meeting to discuss & if the committee has any suggestions for improvement in the meantime.  The mock-up will be reviewed by TICC, then Executive Council. Completion goal is February 2017. Howard will also forward it to his son for review as he is an expert in this medium. Current feedback is that the menus are confusing and the directory should be more prominent.

We will review the pros and cons of allowing photo upload, edited for approval, on Instagram and Twitter. Speaker consent may be in the speaker contract. This must be reviewed. Janatuul will review the photo policy.

Executive Counsel has updated position descriptions to include update of regions’ and committees’ content on the website: “That NYSFAAA leadership including regional chairs and committee chairs have the duty to inform membership of activities and decisions by updating the website within a reasonable time after the meeting and/or event has occurred. These regular updates should be incorporated with the launch of the new NYSFAAA website.”

There is a lack of usage of the NY Buzzz, Empire Chat (blog), Committee Minutes & Reports, and Regional information. This will be launched in conjunction with the release of the updated website. Instructions for minutes/reports are now posted to that section of the site. TICC will provide training for all updating. This is not mandatory, but is a portion of the descriptions Kathy crafted as Secretary. Kathy will try to influence other regional chairpersons.

We need to again attempt to schedule out blog posts. We would like the Statewide Training, PR, etc committees to write content. TICC only creates the vehicle for content delivery. Executive Council must be asked to assign this. We could then email members daily/weekly/as needed with, “What’s Hot in NYSFAAA.”

Lea will attempt to affirm committee membership for the non-responders. Our current statewide members represent all but regions two and four.

Ajana will take options back to the Novice committee regarding the handbook. We think it should be available to the instructors and attendees in perpetuity. Testing should be done with a small group. Options may include a Google doc, Dropbox, and making it downloadable. She will check on the copywrite as well.

Next meeting should occur before year’s end.

Addendum from NYSFAAA’s P&P Manual

**ISSUE: Use of Images of NYSFAAA Members and Functions**

POLICY: This policy is designed to address the use of images of NYSFAAA members that may be taken at various formal and informal NYSFAAA events. Generally, the use or display of such images in various NYSFAAA media is permitted without prior approval of the person where the person appears in the background of an image where he/she is not the topic in question or where they have actively posed for the image. In the case of a candid image where the person is of subject interest, permission to use the image will be assumed.

PROCEDURES:

1. The following should appear on all NYSFAAA membership materials: “In applying for membership, I understand that my image may be attained and utilized in various NYSFAAA media”.

2. The following should appear in all conference or other event registrations: “Please note that photographs may be taken at this event and displayed in various NYSFAAA media. Those participants that pose for photographs are permitting the use of their image in this way”.