**New York State Financial Aid Administrators Association**

**Technology, Innovation, and Communication Committee**

**Minutes for February 15, 2018**

**In Attendance:** Howard Leslie, Jannatul Ferdous-Hypolite, Heather Adner, Taylor Kreutter, Kathy Flaherty, Steven Morris, Tanya Patterson-Stanley, Elizabeth Riquez, and Lea Nuwer

**TICC Membership**

Taylor, Steven, Tanya, and Elizabeth are all new to TICC**.**

Heather, Tanya, and Kathy will form a group to create a survey of the social media our members currently use at home and at work. They will compare this to general stats for NYS residents. The goal is to reach a greater audience with respect to age, sex, and ethnicity. Executive Council will like to see an expansion of our social media efforts.

**Website**

Heather is drafting a Policy & Procedure recommendation for committee/region updates. The Secretary should advise the committees/regions on posting minutes and updates. Training and granting of access should be included.

Executive Council suggests Regional splash pages. These pages would be at the discretion of the region and would be maintained by the region. This should also be addressed in the P&P recommendation. Lea will discuss cost and any issues with Paula.

Howard will investigate whether the website must be ADA compliant.

Howard is addressing Exec Council to discuss moving the Mission Statement below the fold and creating a dynamic display of the top 10 reasons to become a NYSFAAA member in its place.

Lea will check in with the two members who are working on updating the text of the website. Once this is accomplished, it will be a good opportunity to reach out to High School Counselors about prompting students/families to use our resources.

We reached out to the membership for photos. Paula is rotating photos from the gallery to keep the website looking fresh.

**Tech Reviews**

Elizabeth will research newer, better platforms for webinars and for engaging our community.

We will work on ways of sharing new technology as we see what comes forward. Sharing may be accomplished through conference presentations, webinars, regional meetings, etc.

**Review of Goals and Objectives for 2017-2018**

* Continue to support technology needs across all regions and for all committees: working on P&P recommendations
* Reach out to each region and committee individually reviewing their current online content & encourage or assist it in being updated including NY Buzzz: working on P&P recommendations

* Assign each TICC Committee member a region and/or committee to be in contact with throughout the year to monitor/encourage them to make the most use out of what is available to them: working on P&P recommendations
* Expand social media presence. Encourage the membership to provide updates from NYSFAAA events (photos/text for social media updates). The goal is to better show all the good NYSFAAA does, encourage membership participation and to be more involved: Howard will request that Exec Council filters this message down to the regions and committees
* Continued support of website improvement, development, and maintenance: on-going
* Continue to serve as caretaker of NYSFAAA’s public image via social media: on-going
* Continue to advocate for regions and committees to keep information up-to-date: on-going
* Investigate alternatives to the Empire Chat (blog): Heather will request stats from Paula and form a recommendation with Lea
* Continue to investigate new technologies: on-going

Heather will let the Membership Committee know how to use the Announcement List-serv to reach former members from the past three years.

**Next Meeting**

Lea will send out invites for the conference call to be held Wednesday, March 14, 2018 at 2:30pm.