

Technology, Innovation, and Communication Committee  
November 8, 2013  
Minutes

In Attendance: Ideta Daniel  
Kathy Flaherty  
Amanda Prescott  
Jannatul Ferdous  
Chris Oakley  
Sarah Macri  
Lea Nuwer

Minutes prepared by: Lea Nuwer

**New Members**

We are pleased to welcome Robert Shaw from Pratt Institute and Jason Boyd from Syracuse University to the TICC.

**Returning Members**

Tim O'Donnell will be rejoining us part-time. Julie Rehder will rejoin us after the New Year.

**Conference Social Media Registrations**

Kathy Flaherty and Amanda Prescott felt that signing people up went well, but the hotel wifi was not very cooperative. Amanda is on the conference tech committee for next year's conference, so we should have an easier time with access. Amanda also had success at the committee meet and greet event.

We had 155 Facebook friends on July 1st and are up to 199 as of today. Our goal was 200 at the end of the conference.

**Replacement to Assist Kathy with Committee Cleanup on the Web**

Sean Hudson left our committee to become the Region I Executive Council rep. Ideta Daniel has already been doing some clean-up, so she will coordinate effort with Kathy Flaherty to complete this project.

**Follow up on Storage, Interface, and Unused Web Functionality**

A new feature we hope to add to the website gives up to five committees the ability to have a private place to store documents and share among committee members. We sent an email to Paula Gordon from ATAC a week or two ago and she said that ATAC is still working on it.

Howard Leslie and Janice Scheutzow would like to test the interface of the GoToWebinar

software with our website before registration begins for the January 23rd webinar. This must be arranged in coordination with Paula.

Kathy will check old Executive Council minutes and with Gina Solis to determine what other web functions we may be underutilizing.

### **Membership Brochure Update**

Amanda Prescott will update us after the next Membership Committee meeting.

### **Bi-weekly Blog Posts Detailing Membership Benefits**

Sean Hudson was the blog editor, so we are looking for some members to take this over. Sarah Macri and Lea Nuwer have been managing it since the conference. The vision is to have this replace the old Webletter. Sarah will re-send the flowchart of social media to our committee and a sample calendar. Tasks include approving posts, scheduling and recruiting posters, and generating ideas to get members to sign up. We also envision it as a good place to showcase membership benefits. Jannatul Ferdous, Chris Oakley, and Amanda Prescott would like to help with the blog. We will have an email dialog on possible roles.

### **Publicity Coordinator**

The concept is to have a media contact appointed within NYSFAAA so we could shepherd media questions to a representative, and also publicize all our good deeds. They may have a speakers list or a regional media person to assist with this. Region III had this sort of contact previously. Ideta has some information that she will pass along about the history of this with the NYS Legislators' newspaper. Sarah Macri and Lea Nuwer will work on a job description before Kathy Flaherty takes this to Executive Council.

### **Outreach Pamphlet for Unemployment Offices**

There is no real direction for this project yet. We envision something that would help people who are at a crossroads. Maybe they would want to go back to school and could use info about the FAFSA, special conditions, etc. Amanda Prescott and Jannatul Ferdous will discuss this further to determine whether we should move on it, pass it off to a more appropriate committee, or discard the idea.

### **Next Meeting**

Ideta Daniel and Janaatul Ferdous will blog from the FSA conference.

Next meeting is December 10th at 1:30pm.

### **Task Reminders**

*Ideta:* Work with Kathy on committee clean-up, send Legislator Newsletter

*Jannatul:* Discuss blog roles, discuss outreach pamphlet with Amanda

*Kathy:* Work with Ideta on committee clean-up, check on other available web functions

*Howard:* Test interface of website and GoToWebinar with Paula and Jan

*Sarah:* Follow-up with ATAC on storage, discuss blog roles, discuss Publicity Coordinator position with Lea

*Lea:* Discuss blog roles, discuss Publicity Coordinator position with Sarah

*Chris:* Discuss blog roles

*Amanda:* Report back on membership brochure, discuss blog roles, discuss outreach pamphlet with Jannatul