Technology, Innovation, and Communication Committee

April 10, 2014

Minutes

In Attendance:

Kathy Flaherty

Amanda Prescott

Howard Leslie

Lea Nuwer

Minutes prepared by:  Lea Nuwer

**Co-Chair Resignation**

TICC is saddened by the resignation of Sarah Macri. Sarah was an integral part of the committee and will be missed. She has offered to make herself available should we need clarification on past issues and procedures. The current plan of action is to hold course until the new NYSFAAA President is installed in October.

**Interim Organizational Plan**

The interim organizational plan has Howard Leslie presiding over webinar setup, and Lea Nuwer handling webinar surveys.

We are in need of members willing to work on general surveys as well. We have received an inquiry from Holly Z regarding a conference survey. Amanda Prescott will forward a Word document with questions for another conference related survey.

Amanda Prescott and Kathy Flaherty have volunteered to conduct outreach with both regional chairs/reps and the membership at large. The goal is to encourage chair/rep technology usage which, ideally, will promote usage by the membership. All committees should be persuaded to blog regularly.

We are in need of TICC members to focus on blog calendaring and recruiting. Lea Nuwer will continue to approve posts. Kathy Flaherty and Amanda Prescott will work on publicizing the blog as part of their outreach campaign.

Kathy Flaherty will continue working with the regions on updating officers and photos. We are hoping more information will become available on the mini-conference site after the conference committee’s 4/30/14 meeting.

**Secure Storage**

We have five secure permissions. They are to be used by Executive Council, TICC, and Training. There was not an interest in full-time use of the other two permissions, but they can be used on an as needed basis. Lea Nuwer will get Howard Leslie the sign-on information.

**Web Functionality**

Lea Nuwer will contact Gina Solis regarding unused functionality of the website.

**Membership Brochure**

The Membership Committee has been working on a draft of the interactive brochure. It is not as dynamic as initially envisioned. Amanda Prescott will forward it to Lea Nuwer for review, recommendation of links, and discussion on uploading.

**Unemployment Outreach**

Amanda Prescott and Jannatul Ferdous discussed the brochure concept but felt it was outside our arena. TICC is the closest committee of an outreach nature. Lea Nuwer will, instead, look into putting something on the website with QR codes and information.

**Facebook Boost**

Howard Leslie will inquire of his son how Facebook is relaying our postings. They seem to not be getting to the membership as widely as hoped.

**TICC Membership**

Lea Nuwer will review from which regions the TICC members hail. She will report this to Amanda Prescott and Kathy Flaherty.

**Next Meeting**

Next meeting will be scheduled as needed.