**Technology, Innovation, and Communication Committee**

**November 6, 2014**

**Minutes**

In Attendance: Randy Changoo

Jannatul Ferdous

Kathy Flaherty

Lea Nuwer

Amanda Prescott

Minutes prepared by: Lea Nuwer

**New Co-Chair**

Amanda Prescott will be the new Co-Chair replacing Sarah Macri. Amanda will continue her efforts with the Empire Chat blog.

**Blog Update**

We are starting to get some traction with the blog thanks to the efforts of Jannatul Ferdous and Amanda Prescott. The blog currently has three dedicated writers, Corinne from RIT, Shaunda from CUNY, and Karen from Tompkins Cortland. Kathy Flaherty volunteered to blog about “Inside the Executive Council.” Amanda Prescott will blog about benefits of membership, and answer the question of how membership and mentoring tie in.

**TICC Membership**

Lea Nuwer will reach out to our TICC members to assess their interest in staying with the Committee. From there, we will recruit in areas that are unrepresented.

**Website**

Kathy Flaherty has sent some updates to Ideta Daniel for the web. Lea Nuwer will reach out to Ideta to determine whether she needs any assistance.

**Social Media Suggestions**

We will continue to use the social media platforms. The Facebook page should feature more interactive posts, create a buzz around training topics, and membership survey tie-ins. Amanda Prescott will be the liaison with Membership. Suggestions include a poll of Gainful Employment, and a link from Facebook to the blog. Lea Nuwer will research our progress with Polldaddy for the blog.

**Outreach to the President**

Executive Council emphasizes to all committees that TICC can be used. Once any new structuring comes down, we will reach out to all committees. Lea Nuwer will draft an email to Kerrie Cooper detailing our services, and share it with Amanda Prescott and Kathy Flaherty. Also address the issue of whether we should stay under the Secretary. We function to aid trainings and to promote communication.

**New Technologies**

Randy Changoo will investigate new technologies. Jannatul Ferdous is willing to assist with this duty.

**Executive Council Update**

Kathy Flaherty provided an Executive Council update. Amanda Prescott will follow-up with Jan Scheutzow on the status of the Membership Survey. TICC previously created the survey in SurveyMonkey, but suggested some edits for comment.

Executive Council gave approval for purchase of a webcam. Todd Moravec was charged with this task. Kathy Flaherty will send details to Amanda Prescott for follow-up.

Executive Council would like to see more widespread use of the website calendar. Jannatul Ferdous will investigate the calendar as it exists and report back. Lea Nuwer will contact Paula Gordon from ATAC to see whether it can stream into Outlook accounts.

Lea Nuwer will forward the social media policy to Kathy Flaherty. Vendors should not be using it to advertise.

**Next Meeting**

Next meeting is tentatively set for early December. Kathy Flaherty will provide the Executive Council meeting date so we can work around it.

**Action Items**

*Randy Changoo*: Investigate new technologies

*Jannatul Ferdous*: Continue working on the blog, investigate new technologies, investigate the calendar

*Kathy Flaherty*: Blog about Executive Council, send webcam details to Amanda, supply next Executive Council meeting date

*Lea Nuwer*: Check in with TICC members and recruit where needed, check-in with Ideta, research Polldaddy account, create training buzz on social media, draft an email to Kerrie Cooper, contact ATAC regarding calendar interface with Outlook, send social media policy to Kathy, schedule December meeting

*Amanda Prescott*: Blog about membership benefits and mentoring tie-in, create training buzz on social media, follow-up on membership survey, follow-up on webcam, schedule December meeting