TICC Minutes – June 21, 2018

**Attendance**

Jannatul, Howard, Lea, Tanya

**Hot News**

TICC members reaction is that Hot News has easy clicking and movement, but there’s too much on our home page. Perhaps change Hot News to one major story that changes whenever the browser is re-opened. Lea will discuss with Heather.

**Website Edits**

Make sections more clickable, replace Library with Training, and move Library under Leadership. Slow down the speed of pictures and Hot News. Write College Planning page in plain language. Note that there may be an ISP issue which is resolved by using Chrome to support the portal.

Tanya will send ideta the correct email address for Kathy Flaherty.

**Social Media Survey**

Closing date was June 14th. We had 182 responses. Most members are 30-59 years old and have been using social media for 5 or more years. A high percentage use Facebook daily and YouTube weekly. High percentages report that they do not use Twitter, Instagram, Snapchat, and WhatsApp.

We can link Instagram to FB and Twitter. TICC should investigate the social media sites.

Tanya will approach conference chairs Gina Solice, Kathy Flaherty, and Tami Gilbeaux with #NYSFAAA50 and other cute tags. We will request photos for a slideshow.

**ADA**

ATAC Response from Paula: “The general rule, as we understand it, is that only non-profits that receive funding directly from the government are required to be ADA compliant. So, NYSFAAA wouldn’t fall in that category. That being said, we are always updating websites behind the scenes to increase ADA functionality. We have not done any association websites with complete ADA compliance. It would be a very expensive and lengthy process.”

**Promoting Engagement**

Membership and Mentor committee response: Jannatul will speak with Lucy from Membership. It seems Mentoring has a lot in play already.

**EC Notes**

The policy for Executive Council regarding who and how the website is to receive updates to keep the content fresh including updated membership on committees, regional activities, and meeting notes was not discussed this time.

**Next Meeting**

Lea will conduct a Doodle Poll to schedule the next meeting.

**Other**

Jannatul now has access to GTW to learn how to setup podcasts from there.