

**Agenda**

EdTOA Exec conference call

1:00 p.m. on Thursday, July 9, 2015

Phone bridge: 716-250-5854

Rough Draft Minutes:

In attendance: Todd, Fermin, Doug, Emily, Beth, Brad, Drew

Absent: None

Todd thanked all for attending and having an initial meeting. No formal introductions necessary as the group all know each other.

~Introductions of the new Exec Committee

* Todd Benzin – Chair
* Fermin Romero – Vice-Chair
* Doug Kahn – Secretary
* Drew Tucci – Treasurer $18,341. Current balance. BU Foundation – takes 9% off of every deposit. About $16 ish. Income due from STC this year. Has been substantial. Expenses are approximately $1,000 in a year.
* Emily Trapp – Membership Council Chair
* Brad Snyder – External Liaison Chair
* Beth Fellendorf – Programming and Practice Chair

Since the three councils are new as of STC, Todd would like the group to talk about where they should be going each year.

~First Initiatives

* Website update? Emily
  + Started working on membership from old list from the EdTOA list. It is pretty outdated. Trying to follow through with website links. Some dead ends, some not. Emily has a student doing investigative work to test all the links. Emily is trying to call each school and narrow down the membership – as in who is an EdTOA member. Some smaller schools the overlap exists where they identify with other groups and may not see themselves as EdTOA. Sees some questions to be asked to help schools identify how well EdTOA serves their needs.
  + Todd concurred would be good to find out where people were members, but dropped. Why did they drop? Bottom line – website should reflect how things change over time. Need a good couple of people to do that job. Beth suggested documenting the process to help people who have to do this in the future. If there are specific questions about the website pass them on to Emily.
  + Fermin –good time to chime in about Mark Irwim from Cortland – has offered to step up as the website administrator and take over from Peter. Has the skills and is interested in doing this on an ongoing basis.
    - Next phase Emily and Fermin work on the development of the new website. Fermin has come intitial steps – very first: polling executive council on what we want it to do. Fermin will start a dialogue over the exec listserve. Sky is the limit. Once Exec has an idea, ask members what they are looking for – and the exec can consider anything additional that they did not think of.
    - Then work with Mark on what kind of CMS (content management system) would work best. This allows for a smoother transition between people managing the site.
    - Then set up a budget for the work. Looking at rebranding, new colors, logo, flyers. Consider whether a professional is needed to help the initial build.
    - Get approval to spend the money.
    - Go over comps.
    - Can physically meet at Wizard to flesh out what the site will become. Assuming we will all be there
    - Then have new website done and up for STC next year.
    - Drew asked about a cost estimate. Fermin can’t say until we know what we want it to do. Though $5K - $10K would be a deal.
    - Hosting location, configurations and software will all be considered as part of the planning.
    - Rebranding is a major opportunity
    - In discussion, Drew has earmarked about $5k for the website in his mind.
    - Fermin will send the list of steps to Doug. – DONE –

1. Begin polling the executive council as to what they want the new site to actually DO.

2. Poll members.

3. Decide with Mark (or whomever is the Website Admin) on a Content Management System [CMS].

4. Decide on a budget

5. Look for a company to help with the re-branding and overall development coding

5a. Get approval to spend money for comps.

6. Present Comps at Wizard

7. Get approval to move forward

8. Present new site at STC????

* + - Emily – if this is going to take a year – should we still post information about conferences, information about meetings, etc… up? Yes – Fermin/others agree.
    - Doug – post a notice about website update and note that the site will be kept reasonably up to date.
    - Emily mentioned modifying regional map.
    - Emily mentioned updating meeting information from March 2013 forward – Doug will follow up with Hailey.
    - Fermin and Emily meet approximately August 10th to discuss starting project.
    - Doug offered to facilitate a Mission/Vision session at Wizard.
* Liaisons for Brad?
  + Brad is looking for guidance – are we state or national?
  + Drew mentioned that during the re-org he thought this would be liasing to any groups state, regional, national bringing information in and out to others:
    - FACT2
    - Flexspace
    - Infocom
    - Educause
  + Anything that builds the EdTOA profile and continues the growth of the organization
* Ed Tech forums for Fall? Beth
  + Todd - Do we have any forum requests in for the future?
  + Beth – was going to talk with Brad about Cortland – Ricardo (last name?) was interested in doing one.
  + Drew would like to put Alfred out on the table – (name?) has talked about enjoying them and see if he would be interested.
  + Beth has someone from Downstate Medical (name?) who might be interested in doing one.
  + Beth did have three volunteers to be on her council. She Michael Godfry (School?), Ken English, Oneonta and William Scheinlitz (sp?) Oswego who might be interested.
  + Drew mentioned that Roseann wanted to do a Community Colleges only program at Adirondack – across all three orgs.

~STC debrief

* Do we know anything yet in terms of numbers/feedback? Todd, did we get any feedback? Beth mentioned that Bill Meyers will have the results soon. Doug was on a call with Dan Sidebottom who mentioned feedback was very positive.
* Thanks to this group for having our presentations on the website already – Todd mentioned that he is very happy to see the presentations up there.

~Upcoming meetings - Todd asking monthly good? Beth, try monthly for a while. Doug – no change at this time. Todd or Doug will send an invite out. Doug will set up a Collaborate Ultra room for video chat.

~Questions/new business?

2:00 meeting end.