

November 2020 Technology Awareness Committee Meeting

Minutes

November 20th, 2020

2:30 – 3:30 PM EDT



1. Opening

Mr. Brian Nerland opened the meeting. No member presented an issue with being recorded. The meeting was called to order at 2:30 PM.

Members Present: Mr. Brian Nerland, Ms. Kailey Medlock, Mr. James Bayonne, Ms. Lesa Kretschmer, Mr. Paul Tobin

Staff Present: Ms. Whitney Harris and Mr. Matt Holloway

Members of the Public: Ms. Julie Kates

2. Approval of Agenda

No members of the public commented. No modifications were made to the agenda. Ms. Kailey Medlock made the motion to approve the agenda. Ms. Lesa Kretschmer seconded the motion to approve the agenda. The agenda was approved without any objection.

3. Approval of Minutes

No members of the public commented. No modifications were made to the October 2020 Technology Awareness Committee Minutes. Ms. Medlock made the motion to approve the Minutes. Ms. Kretschmer seconded the motion to approve the Minutes. The October 2020 Technology Awareness Committee Minutes were approved without any objection.

4. Update on Next Issue of FAAST Magazine | Matt Holloway

Mr. Matt Holloway gave a brief update of the FAAST Magazine. He asked the Committee for approval of the Magazine topic: Funding. He would like to see which direction the Committee would like to go with how often the Magazine should be published. Mr. Brian Nerland recommends publishing at least once a year or even two or three times a year. The Magazine is in an accessible online format. The RDC's have been contributors in the past, as well as some board members.

5. FAAST Marketing Plan for Testimonials | Matt Holloway

Mr. Holloway presented the marketing plan for testimonials and opened the floor for questions. Mr. Nerland asks if this is any different from what FAAST has done in the past. Mr. Holloway responds with this is the first marketing plan that FAAST has had on paper.

Ms. Medlock made the motion to approve the Marketing plan. Mr. Paul Tobin seconded the motion. The marketing plan is approved without any objection.

6. Review and Analyze Public Awareness Metrics | Matt Holloway

Mr. Holloway compiled the most relevant data. Most of it comes from Facebook. The demographics show that the majority of Facebook followers are in the 35-44 age range and female. In the future, FAAST will also focus on Instagram to reach the younger demographic. Mr. Tobin recommends posting the FAAST Magazine articles to Facebook. Mr. Nerland recommends looking into Facebook ads to reach more followers. Ms. Whitney Harris asked that data be entered into spreadsheets, so it's easier to compare.

7. Review and Update Strategic Plan Assistive Technology/Organization Partner List | Whitney Harris

Ms. Harris presented the partner list to the Committee.

8. Evaluate Current FAAST Marketing Materials

The Committee has until the end of the fiscal year (September 30, 2021) to update the marketing materials and until December 1, 2021 to update the Branding guide. The Committee briefly reviewed the first two documents.

9. Action Items

The Committee reviewed the email template. Ms. Medlock asked that the template be customizable.

Ms. Harris reviewed where the Committee is in the strategic planning goal tracking.

10. Closing

Next Meeting- The last Friday of every month at 2:30 PM. The next meeting will be on December 18th, 2020, at 2:30 PM. No public comment was made.

Ms. Medlock made the motion to adjourn. Mr. James Bayonne seconded the motion. The meeting was adjourned at 3:36 PM.