



February 2022 Technology Awareness Committee

Minutes

February 17, 2022

2:00-3:00 p.m. EST

1. Opening

Mr. Brian Nerland opened the meeting. No member presented an issue with being recorded. The meeting was called to order at 2:00 pm.

Members Present: Mr. Brian Nerland, Ms. Mary Jarrett, Ms. Renee Proctor

Staff Present: Ms. Whitney Doyle

Members of the Public: No

2. Approval of Agenda

No members of the public commented. No modifications were made to the agenda. Ms. Renee Proctor made a motion to approve the agenda. Ms. Mary Jarrett seconded the motion. The agenda was approved without any objection.

3. Approval of Minutes

No members of the public commented. Ms. Jarrett made a motion to approve the January 2022 minutes as presented. Ms. Proctor seconded the motion. The January 2022 Technology Awareness Committee meeting minutes were approved without any objection.

4. Content Calendar and Targeted Audience Lists | Whitney Doyle

Ms. Whitney Doyle presents the Bella Business Solutions report. The first point that was noted in the report is the cleanup email list. The current list now has 2,362 verified members. Getting webinars scheduled with vendors has proved to be challenging for FFAST. Mr. Nerland suggests we ask about IP addresses and tracking to ensure FFAST staff IPs are not included in the website view analytics.



Most social media engagement is up, and Twitter engagement reminds the same as the previous month.

Bella Business Solutions has a 30-day social media plan. In addition to the plan, they will post events by the RDC's/RRC's and webinar events. They are currently working with RDC's and RRC's to build the Resource directory.

Mr. Nerland would like the social media icons on the website.

5. Action Items

Ms. Doyle reviewed the 2020 Strategic Plan Year 2. The committee and Ms. Doyle feel that the items that require Bella Business Solutions be marked as in progress.

Ms. Doyle explains the progress on the AT Expo. Mr. Nerland is concerned about staff resources regarding how much work the expo is going to be. He recommended a round table discussion in webinar format as an option.

6. Closing

Next Meeting- Thursday, March 17th, 2022, at 2:00 pm. No public comment was made.

The meeting was adjourned at 2:35pm.