

Minutes- October 10th, 2014

First Meeting Outreach and Marketing Committee

Participants:

Jane Prelinger (janeprelinger@gmail.com)

Marien Chamorro (marien_ch@yahoo.es)

Melonie Bell (meloniebell@theipi.org)

Charles Ashbach (cashbach1@verizon.net)

Anna Innes (annainnes@theipi.org)

Anabella Brostella (anabella@cableonda.net)

The group had no specific guidelines for the first meeting so started to organize with the following ideas:

Charles said that we could talk about how we are marketing and communicating right now. Jane has been talking informally with Janine about the importance of the committee. She runs the twitter account.

Melonie said that there are 500 people on Facebook already and that we have 2 website accounts. She explained that the Twitter and Facebook accounts are connected. Whatever you post on Twitter goes to Facebook.

Anabella will be the Chair for the next 6 months.

Marien suggested to post many times a week so we keep the account moving and the followers informed.

Anabella read the paragraph where the task of the committee is established in order to clear our work as a group.

Charles suggested that we all get familiar with the website. Melonie agreed that there is too much text on it. Also, Charles couldn't identify the author of the comments on the blog.

Anna said that we should learn from Melonie how we get the information right now for the website and other ways to do it.

Charles volunteered to call Pat Hedegard, Chair of the Core Program, to ask her about how do most people get the information of the Program. Also, Anabella will ask for the organizing matrix of the Committee to Janine.

The group agreed to meet once a month. Next Meeting will be October 24th, 2014 from 11:15-12:00. Eastern Time.

Notes taken by,

Anabella