

Minutes 12/5/2014

All present

We began thinking together about new ideas for the IPI website:

- Proposed rotating images in the home page that cost 4 or 5 dollars each. This graphics should be related to each program and will be related to the text.

Charles is going to contact all the programs coordinators to ask what image they want.

- The three big squares could be smaller
- We should keep the Washington image
- We should have a previous vision of the changes before making them on the web site. (Charles)
- There is too much text in the home page so we can get rid of the text for IPI learning Program and leave the Welcome text and the menus. If you click on the icons it will take you to the information about the different programs.
- Is important that all the certificate programs and the upcoming conferences are very visual.
- Charles proposed the possibility of having a monthly blog in the homepage. 500 word of clinical approach, something like "Clinical insights". The people that enter comments in that blog should be identified with name and picture if possible.
- We could create a YouTube Channel with 5 minutes videos.

Marien ask permission to share the minutes with Bob Bremner from the Board so we can be in the same page in the improvement of the Outreach and Marketing.

Also Charles says he is going to give a head start to the Steering Committee about what we want to do in the Outreach and Marketing Committee so we can be on the same page too.

The board needs to figure out what they want to get out of the e-book site. Anabella thinks that if eBooks has a link to IPI or it markets in some way IPI, it is good for us. But it is Jason who decides what we can and can't do in that page. So we will work first in our webpage to see what are our needs in the free E-books web page.

We set the next meeting for January 16th.

Notes taken by: Marien Chamorro