IC TIG Leadership Team Conference Call – February 3, 2016

**Attendees:**
- Matt Feldmann, Chair
- Laura Keene, Chair-elect
- David Gill, Program co-chair
- Tamara Hamai, Program co-chair
- Mary Nash, Print/web chair
- Myia Welsh, Social media chair
- Steve Maack, Strategic planning oversight
- Loretta Kelley, Newsletter content editor

**IC TIG Newsletter**
The newsletter includes regular features (e.g., Meet an IC TIG Member, Gail Barrington’s column) and updates about the conference, communications, etc. Loretta often asks people who did presentations at the conference to write a summary for the newsletter. She’d like to cast a wider net for generating newsletter content and asked the leadership team for ideas and support.

**Ideas generated included**
- Contributions/updates from other IC TIG committees.
- Conference sessions that others enjoyed.
- Myia will ask people on Facebook and the eGroup about doing a Meet an IC TIG Member column.
- Tamara will write an article for the March newsletter to kick off Goal 6 work.
- Matt will include a reminder about the conference this fall and a request for proposal reviewers in his column.
- Matt will draft an article with some initial findings from the IC TIG survey.

The group also suggested that we put article teasers on the Facebook page to promote the newsletter.

**Chair Update**
Matt has been involved in cross-TIG collaboration meetings. People at the meetings have lots of different interests and concerns (e.g., how to structure a TIG, whether there should be a board liaison, whether there should be a more permanent structure that brings the TIGs together). There seemed to be more questions than answers. Since the IC TIG is ahead of the curve and has a lot to contribute to support the other TIGs, Matt volunteered to be on a committee and will loop Laura into the calls.
Program chairs
The program chairs have been working on materials to encourage people to submit proposals.

• David developed a written tutorial for people who have never submitted a proposal before (will continue working on).
• AEA has a video for people interested in submitting a proposal (we will promote).
• Tamara has been putting together a list of topics that people wanted more training on per a previous IC TIG survey (will send).
• Tamara has been generating ideas for how to encourage people to align sessions with the conference theme and priorities of the TIG (will send).
• Steve suggested starting an eGroup thread asking people to share proposal ideas.

Matt encouraged the program chairs to connect with the media chairs to make sure these materials are distributed through our communication channels.

Potential sessions
• Matt and Tamara are reaching out to Robert Hoke to see if he’s willing to coordinate another Meet the Pros roundtable. If he is unable, Tamara volunteered to do it.
• Gail Barrington will do her usual pre-conference sessions on introductory and intermediate consulting skills.
• Matt is working on a possible pre-conference “Meet the [Real] Pros” session that brings in experts in other fields (e.g., accounting, law, insurance).

Note: We won’t know how many proposals have been submitted until we get them from AEA for review, which typically happens shortly after submittal deadline.

Social Media
Myia posted AEA’s call for proposals. She has scheduled a training for the new group of content creators.

The group talked about how we need to continue to promote different communication options. Mary will try to add a link to the Facebook page on the IC TIG website. Matt will put eGroup and Facebook information on the printed agenda for the conference business meeting.

Note: The AEA website shows Myia and Mary as the program co-chairs, Matt will work on resolving this issue.
Print/Website Chair
Mary created a spot on the website for meeting minutes. For now, she is posting minutes from the leadership calls. Other committees will be encouraged to take minutes and send them to Mary to post, but it is not a requirement.

Loretta and Mary have been looking at online options for sending the newsletter (e.g., MailChimp). MailChimp seems to be a good option given the mailing list features and analytics (with the free version, emails can be sent to up to 2,000 people), but there’s a bit of a learning curve. We will need to establish a standard layout for the newsletter. There were concerns about whether James had the time to work on this. For March, Tamara and Mary will set up the newsletter in MailChimp and James will create the PDF. We’ll compare and possibly find a way to send out both.

Strategic Plan
Steve asked the group to review the recommendations that the Goal 6 committee developed. The group discussed some of the items on the list. It was agreed that work on items 1, 2, 3, 5, and 6 could begin if there are volunteers to take it on. In addition, the Goal 6 strategic planning committee will be converted into an implementation committee. The remaining items will be discussed further during the next call.

IC TIG Survey Analysis
Matt is planning to reconvene the group that will be working on the analysis.

Zoom
We will try the videoconferencing service during our next call.