IC TIG Leadership Team Conference Call – January 6, 2016

Attendees: Mary Nash, Steve Maack, Myia Welsh, Laura Keene, Matt Feldmann, David Gill

Tamara Hamai (Program Co-Chair) was not able to attend.

Board Committee Updates

Chair – Matt sat in on AEA conference call. They talked about the conference and their strategic planning efforts. AEA is still hinting at the possibility of re-arranging/re-sorting the TIGs.

Chair-Elect – Laura has been working with Myia to transfer Social Media Chair duties.

Social Media Chair – Myia has recruited content creators from the newsletter and is working on getting them trained. In the meantime, she and Tosca are posting to the Facebook page. Once folks are trained and have started posting, Mary will put the names of the content creators on the website.

Program Co-Chair – David finished a draft tutorial to help people with presentation proposals. He’ll need to add some additional details once the submission guidelines are released. AEA will be asking the TIGs to give to give estimated attendance numbers this year. We’ll take a stab at it. We’ll need a bigger room for the business meeting and a better room for the IC TIG Meet the Pros roundtable session.

Matt and David agreed to do a separate bull-pen session with the Program Co-Chairs on what sessions they’d like to see and then do some targeted recruiting. Steve is also willing to participate.

Print/Web Chair – Mary added information about peer mentoring program to the website. Those materials will need to be reviewed once the program is fully up and running. Mary will start working with Myia to decide what else should go on the website and Facebook page.

As part of the new organizational principles, the media co-chairs oversee the newsletter. The group discussed the possibility of using Mail Chimp instead of the current PDF/email system. We are able to get TIG emails from Zachery. Potential benefits include:

- It may take James less time to input and organize the content.
- People will be able to read it directly from the email instead of having to click through and sign onto the website.
- The email can be read from mobile devices.
- We’ll have some basic statistics on how many people opened the email, clicked on links, etc.

Mary will connect with Myia, James, and Loretta to discuss further.

Matt would also like the media committee co-chairs to help Loretta generate ideas for newsletter content and recruit people to write articles.
Meet the Pros Pre-Conference Session

Based on the success of the Meet the Pros roundtable session, Matt suggested a pre-conference session (3 hours) that involves bringing in experts from key areas (marketing, accounting, law, insurance) to go more in-depth into some of these topics. It would be a good learning opportunity for TIG members and it would give local vendors a chance to market their services a bit.

Generally, the group liked the idea. Steve expressed some concerns about whether it will fit the requirements for a pre-conference session, whether AEA will allow speakers that are not AEA members, and whether some of the experts will be limited by state-specific rules (e.g., lawyer). Matt has had informal conversations with AEA leadership, they said having non-AEA members would not be an issue. He also suggested that the session focus on topics that do cross state/national lines. Mary suggested focusing just on marketing, which is a big issue for many consultants.

Matt Von Hendy’s Webinar Ideas

In an eGroup post, Matt Von Hendy discussed a couple of webinar ideas he has: Research Resources for Finding That Next Job and US Business Development Using Research Resources. Matt asked the group if we would be willing to sponsor (put the IC TIG name on) the webinars. Mary noted that the first webinar may not be relevant, but the second one is something IC TIG members are likely to be interested in. Matt will reach out to Matt Von Hendy and discuss further.

IC TIG Survey

Matt asked the group about how to proceed with dissemination of IC TIG Survey results. (Note: The IC TIG owns the survey and results.). A few different people are working on synthesizing different pieces of the survey. Matt Von Hendy is reviewing open-ended comments in preparation for an EERS (AEA affiliate) presentation. Other ideas include:

- Writing articles for the newsletter, covering a different aspect of the results each quarter.
- Posting findings to the eGroup and Facebook. Information on Facebook will need to be short/quick, maybe drawing people into the website for further details. We will need to think about what information can potentially be made public (Facebook) vs. more private (eGroup)
- Reporting results via the IC TIG week on the AEA365 blog.

Steve suggested using the strategic plan to help guide how and where to distribute survey results.

Strategic Planning

Steve working on re-starting the committees. This conversation will continue next week on a second conference call (Jan 13th, 10AM CST). Steve asked the group to review the Goal 6 recommendations that he sent via email before next week’s call.