

July 09, 2018 – Communications Committee Conference Call/Meeting, 4:30pm – Meeting Minutes

Attendees: Joel Page, Andrew Schlatter, Sam Beall, Sarah O Donnell, Carol Miklos

Issued: 7/14/2018

Location: Scott + Partners Office or via phone

- ❖ Indicated meeting discussion/content.

Meeting Agenda

1. Web site:
 - a. Are there any open web site items to review?
 - ❖ Housekeeping changes such as new address and phone numbers related to the ED transition. Sarah will contact Steve and Paul to coordinate web site changes.
 - ❖ While forms are available on the web site for self-publishing of job adds etc. Many still call or e-mail Carol directly. Sarah will send out a friendly reminder that the forms are available and should be used first and if there are problems then contact her with questions. There are also verbiage protocols (interns etc.) that will be included on the reminder.
 - ❖ Web site content review. There is a lot of information on the web site that is out dated, incorrect, and not relevant. Updating this information is a large project. To address the low hanging fruit each committee member will be assigned a section of the site to review and suggest corrections. If larger areas are deemed to be changed Carol may need be hired to assist. Joel will pass out content review assignments.
2. Newsletter – Proposed newsletter publish dates: 1/31, 7/27, 10/31.
 - a. Discuss big picture and feasibility of issuing by the end of the month. Confirm a publishing date.
 - b. Carol will be hired if approved by the board as a consultant to write the newsletter. Sarah will be assisting to learn the process etc.
 - ❖ Carol's fee proposal for completing the newsletter needs to be approved by the board at the 7/17 meeting. It will take several weeks to get the articles written. As articles are completed they will be published on the website. With the web format we now have a more fluid ability to publish articles. This will keep the content fresh and less overwhelming to the readership. The goal is to have between 8 and 10 articles for the "publication".
 - ❖ Bio-photos: Carol would like to write bios on the new board members. Eileen and Michelle have not submitted photos. Joel will follow up with them to see if they are willing to provide one.
 - ❖ For the ACX article Joel is to send Carol impressions from his experience at the event.

Possible Articles/ Items: Inward reach

- Achievements
- New Allied Members
- Montreal Axis Trip

- Announce remaining new board members
- ACX
- Charrette?
- ARE Day at FFF?
- DFS Activities report
- New ED announcement – Sarah
- Clemmons Farm Activities
- Contract Docs event
- Student report from Africa
- Golf Preview
- Preparing projects for design awards photography
- 2030 partnership agreement
- AIA National conference

3. AIA VT retreat communications discussion.

- Start thinking of goals for next year.
- Transition to new communication committee leadership.
- Improving community contact, Branding, Outward reach.
- ❖ There is concern that the golf tournament may not be bringing in enough revenue for the scholarship program. Sam suggested an architectural trivia night as a fundraising idea. It would be more inclusive to those who are not golfers. Sarah will connect Sam to the programs committee.
- ❖ There are two levels of communication that the committee seemed to feel were presented at the retreat, communication with in the AIAVT community, and Communication outside of the AIAVT community. The committee will look to improve and develop better methods for engaging the public and the local architectural community. Public outreach ideas included attendance by AIAVT at farmers markets and other public events, and a publication. A need to gather more information possibly through a poll as to what the AIAVT community would like to see from AIAVT and how AIAVT can best serve the community was also discussed. Sarah will look into and send out the results of the poll conducted in 2016. There may be enough information in that poll to help guide the committee.

4. Social Media – is there a platform to add to our communication platform?

- ❖ There are a variety of social media platforms out there and decided what is most useful and practical is a challenge. These platforms need to be managed, updated, and maintained on a regular basis. If there is a poll – questions regarding media used and preferred will be added. Instagram was discussed and may be a fun way to get the community engaged. The committee will do more research to better understand what is possible.

5. Adjourn – 5:00 pm

The next meeting is scheduled for August 13, 2018 at 4:30 pm.