

Minutes for Communications Reevaluation and Redesign meeting

Tuesday Apr 18, 2017 7-8 pm (Google Hangouts)

Present: Reykia Flick, Chris Hitchcock, Mylene DiPenta, Anne Trudell (clerk/recorder)

Mary Conchelos has resigned from this sub-committee to concentrate her efforts on editorial work with the Sunder P Gardner lecture (last year's and upcoming in May).

We began with opening worship

Has access for Reykia to the business side of the site been established? Reykia now has access to the public side of the website for work, but it is not fully in place on the business side. She will do more follow up with Glen.

Has Reykia gotten access to the website's Google Analytics? This is not yet done

Mylene: **material on what would success look like re the website?** Mylene walked us through materials she had learned how to put together in the course taken on doing website design with users in mind and will send the materials out to us.

Results of review and work on the mindmap of the website. (Mylene and Chris) This has been more of a procedural approach looking at policy development and what is missing. Chris gathered up material and sent it to Mylene. They did look over the old mindmap and put together a to-do list. We need to put the results in a project management tool (such as Pivotal or Sifter). Mylene is storing these historical documents in an archive area on the committee's website and putting documents in their own categories under Resources. Notes and Minutes go under News and Updates section of that site.

Reykia: report on background reading and some of her ideas regarding the website She sent us a document and we went through it, discussing the proposed work plan.

To Do:

Anne will send Reykia the result of her project tryout of Pivotal re empty landing pages, which is a "hole" in the site and filling it could improve perception of the site.

Reykia is starting a style guide for front-page postings. She will see if it is possible for people to write posts, then she could the final publishings. Decision for the editorial committee? Reykia to bring that info to the next Editorial Committee meeting.

Project management tool: Pivotal is free for non-profits; Swifter is \$30 a month. We will discuss at next meeting what we would use and not use out of Pivotal and try it for a few months.

Reykia will do a diagram to show how splitting news ad blog apart would look/work and present it at next meeting.

Next meeting: Sunday, May 14th, 7 pm.

We close with short period of silent worship