

National Community Committee  
Communications Committee  
May 19, 2011  
Conference Call

In attendance:

Chuck Connor (Chair)  
Katie Barnes  
Rucha Kavathe (Scribe)  
Jose Antonio Tovar  
Jorge Cruz  
Sharon Shad  
Maribel Cruz  
Suzanne Randolph

1. Review and approval of the minutes from April 11th, 2011

Minutes reviewed and approved. Motion to approve: Rucha Second: Katie

2. Facebook Update - Jorge and Liza

**Facebook Profile:** [www.facebook.com](http://www.facebook.com) - (Personal)

“Giving people the power to share and make the world more open and connected.”

Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. *Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics.*

**Facebook Fan Page:** (Possible Communications Committee Tool) - (Business)

A Facebook Page gives a voice to any public figure or organization to join the conversation with Facebook users. Allows members to share information; such as, links, photos, documents, in the page feed.

Benefits of Fan Page:

- Easy to learn and use
- Set Reminders for Meetings
- Share success stories
- Easy Access to shared Documents

Possible Disadvantages:

- Privacy issues on personal relation to the fan page
  - Other people can access business documents
  - Not comfortable using Facebook as a business tool
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Information about Facebook 101 + Video Tutorials

<http://www.gcflearnfree.org/facebook101>

Where to Find Communications Committee Page

<http://www.facebook.com/pages/Communications-Committee/114187365329572?sk=wall>

Discussion notes:

- Strategies on alternatives if members don't want to join Facebook
- There are restrictions on NCC participation because of federal funding; however just the members of the communications committee can join and access without concerns
- Communication Committee members to explore how many people use Facebook and how often since members have to join and have to have an account to participate

### 3. Google use update – Rucha

Google groups are online discussion forums on the Google platform, that allow users to connect over a similar topic. Users can email one another, share files and folders and post discussion threads.

Advantages:

- Free and user friendly, easy set up
- Does not necessarily need gmail accounts and emails come to designated email accounts. Members can also respond directly through the googlegroups email address
- Members can send attachments and links
- We can start discussion boards on different topics.

Disadvantages:

- No central location for document storage
- Difficult to moderate

### 4. Archive review update - Candice and Janice

Candice nor Janice on the call; Chuck to get reports from them in an email

### 5. Orientation update - Chuck and Katie

Orientation PowerPoint was initially uploaded on the Archive but is currently unavailable. Chuck and Katie are working with Sharrice to restore it and then will work with her to add the links as discussed earlier. We are not able to add links ourselves.

### 6. Photo Documentation status – Katie

- This project was extensively discussed in the membership call earlier in the month. The goal is to get all the PRCs on board.
- Chuck wants to see the plan, Katie wants to see the budget. Each participating PRC to get \$2000 for equipment and remuneration for those taking pictures (could be anyone, community committee member, student etc).
- Project is yet unfunded, but most of the information is in place so if/when the funding does come through they would be able to start soon.

- Need to find out the timeline since the project could be time-consuming
- The format of the project is leaning toward Photovoice, discussion and narration for 4 -5 minutes around a photo
- Primary focus of the project is not to enable change but to document activities
- Work plan and training of reps who take pictures pending (possibly web based trainings)
- Communications Committee tasks:
  - Identify Reps who would like to participate by the October meeting
  - Get information out to PRCs
  - Address financial concerns: Can NCC receive some financial assistance in addition to property rights? How will the money be disbursed? Do overheads also come out of the \$2000 once it gets to PRCs?
  - Next steps: Contact them for time commitment and ask for recruitment materials
  - Possibly invite to the next call?

#### 7. Press release template – Katie

No report yet but will have one shortly

#### 6. Work Plan update - Committee

- Include action items from this call in the workplan and share with content committee
- Members to review and provide feedback to Chuck about what should be included
- To include Facebook, Google and Photovoice in workplan

Next Conference Call on June 16, 2011 at 11:00 am.