

**Agenda**

EdTOA Exec conference call  
1:00 p.m. on Thursday, January 11, 2018  
Call-in number: 607-777-3200  
Access Code: 30906127

* Call to Order
  + Present: English, Larrivey, Meyers, Romero, Taverna, Trapp, Tucci
  + Absent: Kenyon
  + CtO@1:02PM
* Approve previous meeting minutes
  + Motion: Drew
  + 2nd: Mark
* Old Business
  + Website content - New content from Drew went up yesterday
    - Next post?
      * Need input and a volunteer to write it. - Can someone send Fermin a 100 word write up on a cool space on their campus? Drew spoke to what he submitted: 15 second elevator pitch, 4-5 sentences. History of the room, why it is unique, some pictures, should only take a few minutes to do. Fermin is going to do something on their casino space. Kelly has a cool space (kitchen space) she can do a write up on (Kelly will draft something and send to Drew for wordsmithing). Emily has a conference room tier (different levels, bronze, silver, gold, platinum) she’d like to write about when it is done - suggestion to not worry about model numbers but focus on capabilities - estimated February completion. - Mark mentioned his idea for the knowledge base for our website. Can devote more time after the semester is going. Which parts of the KB would be appropriate for the website? Ideas for KB - spreadsheet of campuses with technologies in use (e.g. brand/model of TVs, projectors, document cameras, etc) - color coding GYR (green=happy, red=unhappy, yellow=some issues), quick reference. Similar sheet for best practices, more narrative based (e.g. When we install a classroom this is how we do it). Vendors list (unranked, just a list of vendors that get contacted for certain needs). Archive of listserv discussions. First item to be worked on is sheet of campus technologies.
  + Extron Class @ CPD
    - How many signed up? - Drew provided update on registrations - 7 professional, 6 specialist - capped at 16 would like to try to fill it before they open it up to other schools. Fermin asked Is CPD ok with other schools participating? Drew thought it would be fine. Do we market this harder so we can fill it? GIve a end of January deadline? Fermin will send another email to the list.
* New Business
  + Let’s talk about EdTOA
    - What can we do to grow our brand (again?) - Fermin spoke on this topic. We are so large (64 schools). Wants to push content to the web to showcase what SUNY is doing in our classrooms. Would like to position EdTOA as the contact point for helping. How else can we let people know what we are doing? (e.g. We would be talking to vendor about tech in use vs tech provided by vendor). Discussion: Mark - how satisfied are we with the level of participation internally? Once a month conference call, listserv (what does participation look like), STC, website (how much traffic do we get). Evangelizing for EdTOA - physically visit as many campuses as possible. All of our existing things require people to come to us. Maybe it would help participation if someone went to a campus to let them know about EdTOA. Mark reached out to UAlbany to go there and talk to them, maybe this will lead to more participation from UAlbany. Fermin would like EdTOA to offer something to our group. What can we do to offer more to our members? Drew spoke about how many people are the “viewers at home” who feel a part of the community but we might not realize it because they don’t actively participate/contribute. Vision of EdTOA being a powerful signature at the bottom of a letter when discussing policy or vendor relations. Speak with one voice. How do we get there? Perhaps now that we have an external liaison these relations can begin. Fermin will put together a platform or jumping off point for this. We as EdTOA need to have conversations with external points. This is not just for the external liaison, not just the board, this is all of EdTOA. Fermin will brainstorm over the next few weeks and will put this on the next agenda (perhaps a standing agenda item). If the world knows who EdTOA is, that is an important thing. We are not just a small group that meets once a month, we can be bigger than that.
    - Brainstorm for 5-10 minutes on outreach (included in above)
* Reports
  + Vice-Chair - see above about visit to Albany, which will also be used as a blog post
  + Treasurer - STC order is picked up, invoice to be paid shortly. Invoice received on InfoComm/AVIXA - $500 for membership, spending approved. Drew will talk to them about levels and improving our relationship with them.
  + Secretary - no report
  + Programming and Practice - Bill spoke with Cindy at Adirondack, they are interested in hosting a forum, later this Spring (maybe April). Can we find someplace on the western end of the state - volunteers welcome.
  + External Liaison - no report
  + Membership - drafted auto-response for new signups, please review - suggestion to clarify that AVIXA is formerly InfoComm. Fermin recommended that go to the thank you for joining web page (<https://www.edtoa.suny.edu/thank-you-for-joining/>). Drew can provide a link to opt-in to joining AVIXA. Emily & Kelly recommended putting a link to joining FLEX Space as well. Kelly gets notification when people sign up but Emily doesn’t receive those, can Emily get those as well. Drew suggested that Mark Irwin also get those notifications so he can update the website list. Fermin will look into doing this to send to more than one email address. Fermin will update the thank you for joining page. Highlight opportunities to present to your peers as well. Emily sent an email update about webinar system. Fermin updated the page for now and will keep updating it as new info is available.
* Next Meeting February 08, 1:00 pm
* Adjourn
  + Adjourned@1:52PM