

## IRAA Executive Board Meeting Notes – Feb 2, 2016

1. New Southern District Rep – Warren Jackson
  - a. Renee made motion, Willis 2<sup>nd</sup>, unanimous consent
  - b. Reviewed current projects with Warren: Satellite Social, NerdNation, IL Convention, HST Hangouts, IRAA Blog, Facebook posting schedule
  - c. Warren will write up a blog for mid-late February
2. January 30<sup>th</sup> – Satellite Social
  - a. North/NE had 6 people, Central was online, South was cancelled due to lack of participation
3. Brainstormed ideas as to why we don't get more participation and what to do:
  - a. Ideas to try
    - i. Use texting (with program April knows about)
    - ii. Email more to reach non-Facebook people
    - iii. Up the social media connection
    - iv. Focus on members because they haven't "lost" anything yet
  - b. Email advisors in your area to get connected to current members and find the "gold stars"
    - i. Christina will forward the email she sent to the SWIC advisor
    - ii. Michael will put together something that we can send out to advisors in our area
  - c. At NerdNation and IL Convention, we need to develop relationships with the "gold star" members. Seek out the active, involved, passionate members who we can encourage to stay involved after they graduate so they can continue doing the great things they are doing now.
4. RO Video
  - a. Will be completed by the end of the week
5. CafePress
  - a. Logo issues are worked out.
  - b. April and Michael are developing a "store" of things to sell
  - c. We need to think about what items we would like to see in the "store"
6. Hangout for running for Regional Office
  - a. Renee suggested this idea
  - b. Michael will run the idea by Susan
  - c. We chose Saturday Feb 20 in the afternoon to host it
7. HST Hangout
  - a. Feb 11<sup>th</sup> at 7:30pm
  - b. Theme 1 discussion/brainstorming session
  - c. Please read the HST Guide for this theme before
8. Facebook advertising
  - a. Waiting on Shannon to provide Michael with debit card info so we can proceed
9. Meeting time in the future

- a. Renee will send out a Doodle link so we can all choose times that work for us for the next meeting since we seem to be having a hard time finding a time that suits us all.
  - b. We are going to invite Tori, Regional President to future meetings too.
- 10. IRAA Blog
  - a. Nicole will be posting the blogs now. So please forward the blog posts to her.
- 11. Mass Email to members about April Satellite Social
  - a. Nicole will write up a quick email for this event.
  - b. Michael will send it out
- 12. Committees
  - a. The committees have upcoming meetings. Please check the website soon for their meeting notes.