



NLTAPA Communications WG Conference Call

Conference Call opens: 2:04pm December 13, 2016

Present: Chris Delreal, PeteTorola, Carly Keane, Kim Johnson, Courtney Duprey, Renee Railsback, Holly Hayden, Susan Monahan, Stephanie Cottrell, Rebecca Mayher, Scott Bershing

Communications WG breakout sessions at National: Due by Business mtg

~~Matt Ender~~ ****correction Matheu Carter ideas-**

- social media (FB, twitter, snapchat, good the bad and ugly, what's next?)
- Some interest: Innovative outreach measures-how to find a forgotten local, outspoken folks vs silent leaders-how to get towns/municipalities involved and participating, how to keep contact info current...
- YEA-Creative ways to get locals to pay attention to new innovations.-Mouse trap, EDC innovation-ND LTAP had a good conversation about innovation and implementation in local arena can be mousetrap ideas,

Other ideas:

- Building a better relationship with your region centers: Communication centers links, bridge-regular communications among the group.

Rebecca will summarize the ideas and send out for folks to think on and cast their votes

Annual Report:

Likes: what unique things centers have done that might be implemented in another's center.

What things did your center do that would be a useful resource to others?

What are the things that take up most of your time, research, resources, unique technologies

Include in Regional request for report-if any region/center is taking advantage of grant funds like STIC, AID, tech transfer funds; if any centers have applied for those funds, and if so, for what?

Rebecca-gets these annual report items out to regional reps by end of this week

Work Plan-Rebecca will submit plan to Comm WG and EC **** already submitted prior to call**

Website issues:

WGs are working with how-to instructions; finding glitches in steps.

Carly has been able to edit on website-

Direct questions about editing website to Chris and Carly

Webinar tutorial to be scheduled after the new year, Chris is able to do this in January-**Stephanie and Carly to work with Chris on setting that up. Scott, Eastern TTAP, has ability to host webinar if needed**

Each WG chair/co chair have to take care of their own page; Regions take care of their own page.

Rebecca to give Steph admin rights

****When old WG chair goes out, please give admin rights to new WG Chair.**

Newsletter: Rebecca just got rights to create/edit newsletter for a Winter Edition prior to January-**Rebecca to ask Matt Enders to write a summary/blurb on the FHWA Transition Update.**

Is the timeline too tight for the Business meeting or can the info be incorporated into the Annual Report

Prior newsletters was info that could keep centers updated on accomplishments, what EC was doing, what NLTAPA was doing...decided to hold off on winter newsletter due to time constraints and info overlap with the business meeting annual report

January Comm WG meeting: who will be at the business meeting? Do we want to meet afterwards at 2:30pm?

Rebecca will send email to everyone asking for opinions on meeting from 2:30-3:30 or 3:30-4:30pm

Adjourn 2:53pm