

NASTF Communications Committee
Conference Call Meeting
September 9, 2015

Attending:

Jessie Korosec, Indep. Co-Chair
John Cabaniss
Rene Young

Skip Potter, Executive Dir.

Absent:
Valerie Sullivan, OEM Co-chair

Korosec convened the meeting at 11:03am Eastern time.

Potter played the almost-final version of the 5-minute NASTF promotional video, ***Service & Programming Information from Vehicle OEMs***, after which the committee expressed their approval and discussed plans to promote its availability. The video was produced specifically for use by technical training educators/instructors to integrate into their classroom presentations. The final edition will be loaded onto the NASTF YouTube channel, embedded into one or more viewing windows within www.nastf.org and made available for download to a local drive, if required. Promotional opportunities suggested include: iATN Educators Forum, press release, email to NASTF volunteers on all committees, NATEF, ATMC, NACAT, state groups, AAM, OEM Educators Roundtable, corporate training groups (ie: CARQUEST, NAPA, UTI, etc) and NASTF Newsletter.

Korosec presented key statistics on nastf.org as revealed by Google Analytics and offered the following take-away points:

- Most visitors who come to the NASTF website either typed the URL into their address bar or use a bookmark on their browser
- Most of the remainder of visitors come to the NASTF website after searching Google.com and other search engines.
- This means that SEO is very important on the NASTF website as nearly half of the visitors to the site use a search engine

Key stats for August indicated 38% were new visitors; 62% were returning. The homepage was the #1 landing page for visitors (42%) and the OEM Service Website Index was the #1 exit page (54%). In discussion, the Committee noted iATN, motorcraftservice.com, nissan-techinfo.com and other sites serve as referral sources. Potter was instructed to investigate ways to expand the referral group.

Korosec will reach out to Sullivan to plan the Committee's Nov 4 presentation in the Fall 2015 General Meeting in Las Vegas.

Cabaniss inquired about the NASTF press and media contact list and suggested that web editors and other key OEM, publication and corporate individuals should be identified and notified of NASTF news, etc.

Korosec suggested nastf.org be updated to better accommodate search engines (SEO).

The Committee agreed and suggested that the 2012 NASTF Marketing Plan be reviewed and updated.

The meeting was adjourned at 11:58am ET.

NEXT COMMUNICATIONS COMMITTEE MEETING: 11am ET/8am PT, Wednesday, Dec 9, 2015