

NASTF Communications Committee  
Conference Call Meeting  
March 23, 2016

Attending:

Jessie Korosec, Indep. Co-Chair  
Chris Messer  
Rene Young

Skip Potter, Executive Dir.

Absent:  
Valerie Sullivan, OEM Co-chair

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

Potter provided background on the Communications Committee role in managing the marketing of NASTF to include the responsibilities assigned to this committee as listed on the [committee webpage](#).

Informed that the NASTF Board of Directors is expected to engage in a strategic planning exercise within the next 12 months, Korosec established a Communications/Marketing Plan Work Group to update the Committee's 2012 suggestions to the Board. (See: [http://www.nastf.org/files/public/Governance/NASTF\\_Communications\\_Plan\\_10-10-2012.pdf](http://www.nastf.org/files/public/Governance/NASTF_Communications_Plan_10-10-2012.pdf))

In establishing the Mktg Plan Work Group, Korosec named to the 2016 workgroup, current members of the Committee who had served on the 2012 workgroup: Scott Brown, Steve Douglas and John Lypen. Chris Messer volunteered to join the workgroup. Korosec specifically requests Valerie Sullivan and Aaron Lowe volunteer to join this workgroup. Other Committee members are invited to volunteer and marketing experts outside of the committee may also be recruited for the workgroup. Korosec will chair the workgroup. Volunteers should notify Korosec [jessiek@etools.org](mailto:jessiek@etools.org) or Potter [skippotter@nastf.org](mailto:skippotter@nastf.org) to join the workgroup.

Korosec suggests the workgroup address NASTF communications/marketing in one consolidated effort, as opposed to the breakup into 3 sub-groups as the 2012 workgroup did with news, social media and website.

The Mktg Plan Workgroup will be expected to produce a set of recommendations to the NASTF Board for their consideration in their strategic plan and future budgets. To begin the process, Korosec and Potter suggest these discussion steps:

1. What is the primary objective of NASTF's outreach?
2. Are the Committee's elements of communications (responsibilities) correct and complete?
3. What is the purpose of each element of communication?
4. What is the current status of each element?
5. What recommendations does the workgroup have to continue, discontinue or change each element?

Korosec will begin engaging the workgroup in advance of the June 10 meeting of the Committee. An additional conference call may be called for the workgroup in advance of that meeting. The workgroup should be prepared to present their final recommendations to the Board by August 12, 2016

The meeting was adjourned at 11:08am ET.

**NEXT COMMUNICATIONS COMMITTEE MEETING: 11am ET/8am PT, Wednesday, June 10, 2016**