

NASTF Communications Committee
Conference Call Meeting
June 22, 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 11:00am Eastern time.

The Marketing Plan Work Group, (Jessie Korosec, Valerie Sullivan, Scott Brown, Steve Douglas, John Lypen, Chris Messer and Aaron Lowe) established in the March 23, 2016 meeting will be called together for its first meeting at 11am ET/8am PT, Tuesday, August 2, 2016.

The workgroup will 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.

Potter will send an email invitation to the workgroup for the August 2 conference call and will ask the workgroup to review current materials and prepare to produce a set of recommendations to the NASTF Board for their consideration in their strategic plan and future budgets. Discussion steps will include:

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?

The meeting was adjourned at 11:15am ET.

NEXT COMMUNICATIONS COMMITTEE MEETING: 11am ET/8am PT, Wednesday, Sept 21, 2016