

WASFAA COMMITTEE REPORT

2006-2007

COMMITTEE NAME: **New Technologies Committee**

COMMITTEE CHAIR/CO-CHAIRS: Joe Kauffman/Lloyd Mueller

1. Goals for 2006-2007:

Our committee met on April 28, 2006 at the Spring Conference. There was discussion of using the WASFAA list serve as the main source of internal association communication.

Marketing concept: Instead of advertising this to the membership to sign up, we would like to proactively sign everyone up with the Digest format selected. Members will have the opportunity to change their setting to receive individual emails, but use of this seems unlikely from a business standpoint.

Benefits: This will be set up as a membership benefit. Individual members will be able to post messages directly, instead of forwarding messages to Karyn Graham, as has been past practice.

Concerns: Although there is a potential for abuse, we believe that members and associate members will respect the forum for appropriate information to be shared among the association and not use it for marketing purposes.

Action steps: Follow up with Karyn Graham for a current list of members and emails to get all the members, associate members and Jamie Malone signed up to the list serve as a member benefit. Other option: Create detailed instructions and promote this with a series of emails to membership to help boost usage of the WASFAA group list-serve. **(Note: the second option was acted upon.)**

2. **Review or progress on 2006-2007 goals:** I discussed this idea with Karyn and Tom, and Tom suggested this would be cumbersome and that I should try and create buy-in by membership to sign themselves up. He suggested creating instructions on how to sign up and still use their current email address. Tom to place on the website.

June: We launched WASFAA List-serve and developed instructions for members to sign themselves up. Sent invitation emails to all members with instructions how to sign up. There is also a convenient sign-up on the WASFAA home page.

Also in June: At request of Bev Faga, we set up a Blog for attendees of the WASFAA Leadership Development meetings. This is designed for attendees to keep in touch with each other and as a group.

October: We currently have 322 signed up for the WASFAA List-serve. It is being used steadily by the association for communication and updates.

Also in October: We have been working on updating the handbook description of the committee, as it is somewhat dated. The possibility of changing the New Technologies Committee into an Innovation Committee has been discussed and outlined.

3. **Recommendations of the committee:**

?? **We recommend encouraging members who have not yet signed up to do so during the Fall Conference. We will try to coordinate opportunities for people to sign up while they are at the conference and thinking about it.**

?? **We recommend discussion of the possibility of transforming the New Technologies Committee into the Innovation Committee.**

Rationale: While I was considering revisions, I had some other thoughts of transforming the committee from a New Technologies Committee into an Innovation Committee. Technology is important to all of our jobs, but it is merely a part or subset of innovation. Innovation encompasses harnessing technology with new and improved processes to streamline efficiency. Innovation helps promote better service to students and families. Technology is a tool to help facilitate that.

Any changes we codify into the WASFAA handbook pertaining to technology will age fairly quickly. A change into an Innovation Committee could help WASFAA draw best practices and innovative processes and procedures together. This could help the entire association if we could generate interest in participation. NASFAA is using a Poster idea to highlight innovation and best practices in 2007. An Innovation Committee could do something similar on a small scale as part of a future conference. Future interest sessions could also be suggested or formed around relevant topics. Technology will still be a key part of the Innovation Committee.

4. **Agenda items:**

5. **Action to be taken by the Executive Committee:** Please provide guidance as to the possibility of modifying the committee to better serve our association as we look to the future. Please continue to promote the WASFAA List-serve.

6. **Committee Members:** Joe Kauffman, Joann Moller, Bob Mercer, Lloyd Mueller, Terry Klein