



IASWG Marketing Committee

April 6, 2017, 8pm CST

In Attendance: John Genke, Willa Casstevens, Barb Muskat,
Carol Cohen, Greg Tully, & Brian Kelly

Minutes – Respectfully submitted by Brian Kelly

- I. Review of November 2016 Minutes
 - a. No comments on minutes. Minutes are posted here:
http://www.iaswg.org/assets/20161112_IASWG_Marketing_Committee_Minutes.pdf
- II. Old business
 - a. IASWG Conference Presence
 - i. Preparations are under way for the IASWG booth in the exhibition hall at the 2017 Council on Social Work Education Annual Program Meeting.
 - ii. **ACTION ITEM:** Marketing committee chair will notify board of available conference registration, with a focus on inviting doctoral students.
 - iii. Committee discussion continues on attending an international conference to promote IASWG. It was determined to include non-North American chapters members and chapters in the discussion to gauge interest in supporting effort.
 - iv. **ACTION ITEM:** Marketing committee chair and members will reach out to non-North American chapters and members at upcoming symposium to determine interest in joining the conversation and supporting the effort.
 - b. IASWG Social Media Presence
 - i. The committee continues to discuss IASWG presence on social media on several platforms, including Facebook, Twitter, Instagram, and LinkedIn. Committee members questioned the need and value of social media presence, and if we might be able to outsource the work of updating social media. We also discussed the establishment of a sub-committee to oversee IASWG social media.
 - ii. **ACTION ITEM:** Marketing committee chair will reach out to Emily to determine IASWG presence on social media and who is responsible for updating IASWG accounts.
 - c. IASWG Website Content

- i. The practice and marketing committees have combined efforts to develop a formatted model for producing member authored practice tips for the IASWG website. The first one is here:
<http://www.iaswg.org/practicing-group-work-strategies>
 - ii. **ACTION ITEM:** Practice committee co-chair and marketing committee chair will work with board members to author additional practice tips for 2017. They will also work Emily to proof, format, and publish practice tips.
 - d. Webinar
 - i. The OpenMeetings program is up and running through a web-based server via Amazon. With the upgrade, we are having issues with sending out individual email invitations, though we have been able to give access to conference rooms via URL links.
 - ii. **ACTION ITEM:** The webinar sub-committee will be working on piloting the program to see how this web-based server works and how many people can comfortably join a session without major technical issues. The sub-committee provide updates as the project develops.
- III. New business
 - a. IASWG 2017 Symposium
 - i. Marketing committee chair is working with the following publishers to purchase exhibition tables for the 2017 symposium:
 - 1. Whiting & Birch
 - 2. Taylor & Francis
 - 3. Oxford
 - 4. Sage
 - ii. **ACTION ITEM:** Marketing committee chair will reach out to the following publishers as well:
 - 1. Cengage
 - 2. Columbia
 - 3. Sage International
- IV. Meeting Adjourned at 9:00pm CST.