



IASWG Marketing & Webinar Committees

November 11, 2017

In Attendance: Michael Wagner, Andy Malekoff, Barb Muskat, Anna Nosko, John Genke, Alexis Howard, Willa Casstevens, Carol Cohen, Shirley Simon, Zaneta J. Smith, Maria Gandarilla, & Brian Kelly

Minutes – Respectfully submitted by Brian Kelly

- I. Review of Agenda
 - a. Conferences
 - b. Social Media
 - c. IASWG practice strategies
 - d. Webinars

- II. IASWG Conference Presence
 - a. Council on Social Work Education Annual Program Meeting
 - i. IASWG successfully staffed a booth in the exhibition hall for the 2017 Annual Program Meeting of the Council on Social Work Education, October 19-22. Several board members staffed the booth and engaged with conference attendees, resulting in many new contacts for IASWG. All new contact information has been submitted to Emily to add to our mailing list.
 - ii. **ACTION ITEM:** Marketing committee chair is working to secure IASWG booth in the exhibition hall at the 2018 Council on Social Work Education Annual Program Meeting.
 - iii. Committee discussion continues on attending a non US-based conference to promote IASWG. Non US-based chapters and members are encouraged to participate in the discussion and exploration.

- III. IASWG Social Media Presence
 - i. Members of the marketing committee have identified a social media management platform, Hootsuite. The platform has the potential to assist IASWG social media presence, including Facebook, Twitter, & Instagram.
 - ii. **ACTION ITEM:** The marketing committee will attempt a social media campaign/strategy for the release of the IASWG next practice strategy. In doing so it will assess the utility of Hootsuite and IASWG member social media use.

IV. Practice Tips

- a. The marketing committee, in collaboration with the practice committee, has published 2 IASWG practice strategies on the website. We will publish our first practice strategy in French later this year.
- b. **ACTION ITEM:** The marketing committee, in collaboration with the practice committee, will publish 3-4 IASWG practice strategies on the theme of social justice in 2018. Several authors have already volunteered. The marketing and practice committee chairs will work with authors and Emily to publish the strategies.

V. Webinar

- a. The webinar sub-committee modeled the Zoom video conferencing platform as a potential solution for hosting IASWG webinars.
 - i. In terms of program and capabilities:
 1. Up to 100 participants
 2. Unlimited number of meetings with unlimited meeting duration
 3. Join in via telephone call in, smart phone, computer or tablet
 4. Includes Host Control, Raise hand feature, a white board and screen sharing
 5. Host Instant or scheduled meetings
 6. Video recording and exporting
 7. Private and group chat
 8. Online troubleshooting support
 - ii. Pricing
 1. For Pro Plan Only: \$14.99/month or **\$149.90 annually
 2. If we sign up annually, we get two months for free
 - iii. Benefits
 1. Increased opportunity for collaboration and connectivity of chapters and members
 2. Cost efficient and user friendly platform.
 3. Allows members to be virtually present
 4. Members can attend the meeting via different methods.
 5. Webinars could be simulated via Screen sharing of a PowerPoint presentation
 6. Opportunity to upgrade to a webinar enabled account in the future
- b. The board fully supports using marketing committee funds to purchase a year subscription to Zoom.
- c. **ACTION ITEMS:**
 - i. Purchase Pro Plan
 - ii. Determine if we can host multiple meetings as once
 - iii. Develop system for distributing Zoom information and a scheduling system