

MINUTES

November 28, 2017

Council on Aging Technology Committee

230 Webster St.

Marshfield, Ma 02050

ATTENDANCE: Maureen Rosenberg, Bill Scott, Barbara Van Houten and Paul Winget.

CALL TO ORDER: The meeting was called to order at 11:04.

APPROVAL OF MINUTES: There were no minutes approved as this was the first meeting.

DISCUSSION: Barbara typed up an outline for the first meeting. She suggested a mission statement to start with. The second item was the goals and objectives. One of the goals might be to create an electronic file with notification of meetings, meeting minutes and cancellation of meetings. There would be restricted access to these files. The priority would be to provide an electronic location to store and archive COA documentation. The last item on the outline was marketing and communicating through Social Media.

Barbara and Bill talked about the idea of concentrating on the COA Board needs by creating an electronic folder with relevant documents for the Board and Committees. This will reduce paper and will be easy to find. There would have to be different folders created for each committee. The documents would be "read only" and may be in a PDF format. There would be certain access rights to these folders. We would be able to retain older documents and newly revised documents in order to have a history of various revisions of things such as policies and procedures. Could this be set up on the town web site? Carol explained that minutes and agendas for the COA Board and Sub Committees are already posted on the town website. Our newest policy book is also ready to be posted on the website. How would the posted documents on the website differ from the password protected folder for the Board? Any town documents are subject to public record requests. Do any other COA's have a member's only feature on their website? We will have to check on this. The town web designers may be able to answer the question.

The Technology Committee felt that it would be beneficial to talk with our IT person, Jon Nash and invite him to a meeting regarding the possibility of creating this. At the same time we will talk to him about social media such as face book to see how this can be linked or not, to the town website

Historically, the COA has not delved into using social media as a vehicle for marketing and communication. However, more recently due to the efforts of our office manager and volunteer web master we have been able to refresh, utilize and update our Facebook page. We have had a good response to our newly revised Facebook page. A tag could also be attached on Facebook so that information could be shared. The COA could utilize Facebook as an alert or posting new information and with a shared feature this could spread to new users. This could help to snowball our efforts to others that are not aware of our services. Groups could be set up. We could use the site just to gauge interest in certain activities. What about a "go fund me" page? This is something that the Boosters could

consider. We could also post our new COA video on face book or the website. Training would be helpful for some of the Board members that are not familiar with Facebook. We can talk with our volunteer web designer about the various capabilities of Facebook too. We could also ask the High School Technology Committee to come and do another presentation on Facebook. The committee suggested that Lynn Gaughan, office manager come to the next Technology meeting, since she is well versed in Facebook. The Library and staff are another great resource for training and information with regard to social media. We have also added a technology corner in our newsletter that updates our readers on suggestions and events.

Maureen will look through her Marketing Materials for Social Media related articles and will also look through the new marketing manual developed through MCOA and bring these to the next meeting.

NEXT MEETING: The next meeting will be scheduled sometime in January, preferably on a Tuesday or Thursday before the January Board meeting. One tentative date is Tuesday, January 16, 2018.

ADJOURNMENT: The meeting was adjourned at 12:10 pm.

Respectfully submitted,

Carol Hamilton, Director