

MINUTES

February 6, 2018

Council on Aging Technology Committee

230 Webster St.

Marshfield, Ma 02050

ATTENDANCE: Lynn Gaughan, Carol Hamilton, Maureen Rosenberg, Barbara Van Houten and Paul Winget.

GUEST: John Nash, IT Town of Marshfield.

CALL TO ORDER: The meeting was called to order at 10:30 am.

APPROVAL OF MINUTES: Maureen makes a motion to approve the Minutes of November 28, 2017 and Paul seconds the motion. Motion passes.

DISCUSSION: There was discussion around the need for a special folder for Board Members to view documents such as policies. One of our goals is to provide a central location in electronic format for COA business and documents. The purpose would be to store and archive COA documentation. We proposed that this would be available on the town website under the COA page. Carol invited Jon Nash, IT Manager for the Town of Marshfield, to help us understand how the COA Town Website could be utilized to store COA documents and make us more efficient. We were also hoping the IT department would help us with our marketing efforts.

With Jon's input we learned that we can store documents on the website either as public documents if we choose to do so, and or in a private directory where approved final PDF documents are stored in a central location. As an example, our Policies and Procedures could be stored on the website in a private directory whereby we would be able to access the most up-to-date policies while having a history of previous revisions, (example: keep revisions for only two years or whatever time limit the Board agrees on), eliminate the need for every Board Member to have a Policy Book, but keep a hard copy of the book in the Conference Room and COA Library. However this would have to be maintained and the staff member (s) would have to be trained. This is called an FTC site where Board members would be able to log in. This private directory would have working documents that could be reviewed by COA Board members with access rights. We have more brainstorming to do on how we want to utilize the town website for COA business with the Boards' approval. Another consideration for this is the public record request which could impact our decision.

The Technology Committee anticipates that they will be coordinating efforts with the Marketing Committee. Jon also helped us understand how we could utilize the town website for marketing the COA. We could create links on the website to direct viewers to our Face Book page. We can measure interest for certain events the COA is sponsoring through Facebook. We could put a link to Facebook on our website. Some examples for postings are; Lifelong Learning, the Annual Health Fair, etc. We can have a link that creates mass email mailings. Lynn and Jon explained that there is a feature in FB where you can "Boost" a posting to a targeted audience by defining the audience based on things like location,

interests and more. It is similar to a paid advertisement and the fee is reasonable. Each Boost would deal with a particular subject matter. The goal would be to get people to “like it” and to post it to others. We can create a Go-Fund-Me Page and have a link that allows people to donate to the Senior Center Expansion project for example! There is a company that handles the logistics of this for a fee. There was also a question about how many people subscribe to the COA page on the town website. Jon will try to ask “Virtual Town Hall” the webmasters how this can be tracked. We also discussed e-blasts and e-alerts. Lynn also mentioned that patrons can subscribe to our newsletter which will then be e-mailed to them each month.

Lynn will put the video on the COA page of the town website and Jon will post the COA FB link on the town website. This can go right next to announcements. Jon is also working with the COA and UMass to post the survey on the town website in mid-February.

NEXT MEETING: At present, we have not scheduled another meeting as we would like to present the information from today to the Board first.

ADJOURNMENT: The meeting was adjourned at 11:32 am.

Respectfully submitted,

Carol Hamilton, Director