

NCITE Executive Board Meeting
February 14, 2008
Notes – Communications/Membership issues
Peter Langworthy, Communications Chair

Membership

1. We will send out packets to professional new members and student new members. Will be in folders with NCITE logo. Will include letter from Wayne, “Second Page” with more logistical information (will be put together by various people, including Nick E. for navigating web site, to help Michael), plus a note pad with NCITE info/logo, plus certificate. Michael will provide a template for the certificate to include. There was also some discussion of trinkets to include such as a highlighter, etc.
2. Kristi will coordinate getting the folders because she knows promotional material people.
3. We will keep affiliate membership system as it is. This issue has been raised before – it is a legitimate issue, but we don’t want to alienate people from becoming affiliate members. If the percentage of affiliates gets too high (e.g. greater than 15 percent) then we would address at that time.

Yearbook

1. We will notify the members that the yearbook is available via email. The overall yearbook will be pdf’d and posted on the web site, without the directory. The directory will be pdf’s and emailed out to all members. This will address the privacy issue.
2. Peter will get a list of people we give hard copies of newsletter, and Michael will get his list of members who do not have email addresses. We will review and decide what to do. Likely, we will make the information available electronically and not mail out paper copies – then see what happens. Likely those that don’t have email are not too engaged in activities now, and the fact of the matter is that in today’s world, professional communication is done via email. Randy felt that very few members without email would protest not getting the yearbook.

Web Site

1. The group agreed that the web site is good and that it does not need significant reworking. We will add a tab or quick link to new member orientation.
2. We will add a quick, one line, piece of information on upcoming events, perhaps directly over the flashing company ads. Then we will have the NCITE mission statement/overview (already on the site) directly underneath the flashing company ads to bring more attention to it.
3. There was a general desire to make the home page less “busy” if possible by eliminating redundant information (e.g. if information is available by clicking on

a tab – don't include the information on the home page). Although this did not seem to be a large issue.

4. Peter may coordinate with committee chairs to update the description of their committees and goals etc. as needed.

General

1. We will likely post information on the Transportation Planning Committee's research in the Newsletter – maybe summaries of it.
2. We will also post information on the CTS conference (May?) in the Newsletter. Jonathan will be presenting their (Planning Committee) findings at the conference, so this may be a good tie in.