

## **UPAA-MB INFOCOMM | Jan 21/12 | The Fyxx @ Broadway**

**Attendees** – Arianne Solis, Pong Maniquis, Nikki Mailom, Ces Gutierrez

**Review** – InfoComm Committee Head went over the January 14th meeting and the committee's duties and responsibilities as per Constitution and By-Laws

**Logistics** – Updates regarding the website transfer, start of committee members' Wordpress training. It was decided that the members will start updating the website themselves to do their own hands-on training and get used to utilizing Wordpress as our publishing tool for our website. Content and usability of the website was also discussed and updates/changes will be done accordingly. Training packages will be created to slowly train the members.

**Website content** – For this term we have decided to work on the following content: Site Map (for the root menu), External Links update, Update on the gallery, "Manitoba Start", Member of the "Quarter" w/ Professional Development Stories, Feature Articles for latest organization activities and photographs.

**Advertisement** – Brochure updates will be done only if the organization will take part in a huge community event. Radio and newspaper advertisement will be discussed in detail in upcoming meetings. The idea of creating an annual newsletter has been brought up, to be distributed annually (during the AGM).

**SEO** – We have decided that SEO (search engine optimization) will be discussed later with the ExeComm once incorporation has been completed.

**Work distribution** – Has been discussed between the members, divided work equally and the 411s when updating the website.

**Member invite** – We expressed interest in increasing the number of our committee members due to the nature of the activities we do.

Discussion with Fundraising Committee in regards with a joint project.

Next meeting schedule on March (after the Execomm/Group meeting)