

Publicity & Evaluation Sub-Committee  
Minutes: Conference Call  
August 8, 2007

Mairead Widby volunteered to lead the sub-committee. There was general discussion of committee's purpose, which is centered around publicity/promotion of the site and evaluation.

- 1) Publicity/Promotion
  - a. Group discussed the importance of identifying the following with the entire committee:
    - i. Audience – Who is the audience? Will this be targeted at this audience only? Or more broadly, towards interested stakeholders?
    - ii. Static Content – What is the message? How will we work with content sub-committee to focus this message, build into talking points for communications outreach, etc.
    - iii. Timeline for Release – When/how will this be decided? Will sub-committee collaboration be built into the process?
    - iv. Funds for Promotion – Budget?
  - b. Group discussed building promotion into the web-site design
- 2) Evaluation – Committee is unclear about what this means for our group. Specifically, what will we be evaluating? And where does this fit into the timeline?
- 3) Next Steps:
  - i. Send minutes to group.
  - ii. Pose questions to larger group.
  - iii. Establish regular every-other-monthly conference call time for sub-committee. (Starting with September.)

Members Present:  
Susan Barnes  
Jeanette Ryan  
Angela Ruffin  
Mairead Widby