

**BOARD REPORT
OUTREACH COMMITTEE
Northeast Region Board Meeting
April 2022**



DATE: April 29, 2022
TO: Northeast Region Board of Directors
FROM: Steve VanDyke, Board Liaison

SUBJECT: Report of Outreach Committee

A. Highlights

1. The inaugural CDT class has been completed and by all accounts was very successful. Feedback has been solicited and should be considered for implementation moving forward.
2. The regional educational database project has not progressed very far.
3. The regional social media outlet has not been developed at all.

B. The Report

1. Committee Members:

Steve VanDyke, Worcester
Bill DuBois, Metro NY
Paul Comesso, Long Island
Ken Lambert, New Hampshire

2. Committee Goals: The Board has tasked the Outreach Committee with developing the following:

- a. Virtual CDT training for Region members.
- b. A centralized repository for programs, to share ideas between Chapters.
- c. Increased social media presence.

3. Committee Activity:

a. **CDT Training:** The inaugural class (Spring 2022) was held in 10 virtual online sessions between February and April of 2022. Highlights include:

- 1.) Nine members from different chapters volunteered to teach, making the effort for each teacher less than it would have been for them to teach all sessions to their chapter. As a result, chapters with low volunteer bandwidth were able to offer CDT class to members when normally they would not.
- 2.) In total, 36 candidates took the classes, representing 10 of the 15 chapters in the ranges. Of the 36, 11 were non-members but 3 of those non-members subsequently joined CSI. Perhaps others will too.
- 3.) Of the 36, 13 (as of 04/22/22) have contacted me to let me know that they plan to take the test and 6 do not feel prepared and will take the test in the Fall. The remainder have not contacted me yet.

- 4.) Non-members paid a fee of \$50 for the class. That fee was reimbursed to those who joined. So the total income from the classes was \$400.
- 5.) Feedback has been requested from both faculty and students, but classes ended to close to this Board meeting to have a diverse and meaningful summary. Hope to have that for the next Board meeting.

b. **Educational Database:** The goal had been to develop a searchable database within the Region website, populated with prior programs held by chapters around the region. The database would be searchable by keyword (i.e. “envelope”, “hardware”, “code”, etc.) and would return a list of recent programs, with their descriptions. A template for the data entry has been developed (attached to this Board Report) and floated by Mike Helly, who confirms that he can likely develop the proposed functionality. Points for discussion:

- 1.) Who is the best person to enter data into the database? Since the purpose of the Outreach Committee is to reduce work for Chapters, could Chapters send their event flyers or AIA justifications to Terri Bracken so she can enter that information?
- 2.) The proposed template includes fields for attendance and comments on the success of the program. This would require chapter program chairs to enter that information.

c. **Social Media:** The goal set forth was to identify ways and costs for the Region to use elements of social media to increase membership and exposure for individual chapters. Considerable effort had been put forth by Heath Waldorf of the New Jersey Chapter, which after presentation to and discussion by the Board was considered too ambitious. Heath subsequently resigned his position, and no development of the program has taken place.

4. Status of Current Programs

- a. CDT: Spring 2022 class completed.
- b. Education: approve template proposed herein, and deploy into Region website.
- c. Social Media: not active.

5. Problem areas

- a. CDT: The Institute offers preferred pricing to groups of 10 or more from the same organization, which they confirmed would apply to the Region. Candidates were instructed not to register on their own, so that we'd have a big enough group to qualify. 13 candidates are taking the test, but 5 registered on their own anyway, so now we only have a group of 8. I am currently working with the Institute to try to get this waived, since in the end, 13 paying candidates came out of the Northeast Region. I was not able to get their feedback prior to submitting this report.
- b. Education: The effort required for CDT class was considerable and did not leave much time to focus on this.
- c. Social Media: The main problem is that the Outreach Chair has never done twitter, snapchat or Instagram, and his only Facebook friends are his parents, wife and daughter...

6. Recommendation for goals for next FY:

- 1.) CDT: Decide whether to run another class for Fall 2022 or wait until Spring 2023. Given the effort, and what I think the lessons-learned will be it might be prudent to wait until Spring 2023 and tweak some areas of the program. Overall though, this seems to have been well-received by faculty and students.
- 2.) Social Media: we really need to have a sample site up, for everyone to see whether this will work or not. The Region site does not yet have the functionality, but it seems that the Star Chapter sites might. To decide which direction to take, Mike Helly should build a sample database on the Region Site, and a financial comparison of what all chapters currently pay for web pages compared to the cost of a single regional StarChapter site with pages for each chapter should be presented for review.
- 3.) Somebody should post on social media that we need a social media chair for the region. The first person to answer that post should be recruited.

Respectfully submitted;

Steve VanDyke, Outreach Committee Board Liaison
Nault Architects, Inc.
71 Hope Ave, Worcester, MA 01603
(508)755-6134
admin@naultarchitects.com

END OF REPORT

Cc: Region Secretary