

ICTA Higher Ed Membership and PR Chair Report
September 2017

Since the last meeting in July, I have been experimenting with different promotional strategies via Facebook. The page has gained followers; partly due to paid promotions and partly due to members engaging with the posts.

I have contacted all contacts at community colleges in the state with a short email re/introducing to ICTA and encouraging them to forward the information to their colleagues. I was not expecting any responses and did not receive any.

Moving forward; growing membership must be a goal of all members, including the executive board. Incentivizing existing members to bring someone new every year must be a priority along with streamlining our message to all attendees. If you come to ICTA; this is your organization, get involved and bring your friends.

Submitted by,

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