

ACT Council for Telework and Alternative Work Arrangements
Meeting July 27, 2015, Baltimore MD

Participants: Elham Shirazi and Sara Hendricks – Co-Chairs, Melissa Madison – Vice-Chair, Beth Johnson - Secretary, Frank Mongioi-ACT Board Council liaison, Ken Jarocki, Kim Johnson, Michelle Parker

1. Overview of Past Year

- Held meetings Feb 5, March 11, April 22, May 5.
- Submitted four abstracts to ACT for the Conference, one was accepted. Council secured speakers for “Harnessing the Virtual Workforce for Transportation Benefits.”
- Council remained active on the ACT Public Policy Council, providing coverage and notes to Telework Council members.
- Broadband Access – Council responded to request from Jason Pavluchuk regarding challenges to Telework from lack of universal broadband access. There is a misconception that all of the country is connected by broadband. Jason asked council members to send talking points and statistical data to him especially as relates to issues with employers and lack of connectivity at employees’ homes affecting their ability to work remotely.
- Vendor List - The Council continued to discuss developing a vendor list per request from Jason Pavluchuk and whether it should include ACT members only or be open to outsiders. Need guidelines from the ACT Board to ensure vendor list is neutral.
- Federal Telework Issues – Elham responded to a request from Jason to provide information to counter bad press arising from Federal Government Telework abuse. Council worked on a whitepaper on best practices for Telework policy implementation by employers.

2. Telework Council Information Products

Council discussed how to communicate with other ACT members to demonstrate Council’s value to ACT – information resources on ACT Telework Council web page, such as best practices and case studies from ICF, Citrix and Cisco, vendor list, focus statement, use of social media, brochures for outreach to the Board, Public Policy Council, and ACT members. Another product could be a presentation as part of each Telework Council meeting. Frank suggested polling the committee for speakers. ACT is also considering resurrecting its magazine, which could be a venue for Telework articles. Submit brief paragraphs highlighting Council members’ telework programs, to ACT Connections as an “ACT Council Spotlight.”

Maureen Farrell is working on a Communications Marketing Plan for ACT. Discussion of increasing liaisons with other councils, providing presentations to Chapters, education to TDM professionals who need Telework expertise

3. Work Plan

Council needs to prioritize. Jason's requests for assistance - statistics, vendor list, marketing. Council could produce an Infographic as an employer piece on why Telework makes sense. It would include stats, results, and priorities. Ken said he might have access to resources for developing an infographic on behalf of the Council. Council should develop a focus statement and include it on all materials produced. Discussion on how to direct people to the Council webpage for more information, how to bring new members into the council from the general membership, invite members from other councils as appropriate

4. **Public Policy Liaison**

Council needs a new liaison to the Public Policy Council

Next Meeting –September 22 at 1PM EDT. Beth will send call-in information and a reminder.