

**ACT Council for Telework and Alternative Work Arrangements**  
**Meeting September 22, 2015 Conference Call**

**Participants:** Elham Shirazi and Sara Hendricks – Co-Chairs, Beth Johnson - Secretary, Ken Jarocki, Kim Johnson, Shelly Parker, George Clark, Erin Clark, Siru Barber

**1. Conference Recap**

Sara gave a summary of the Council activities at the ACT Conference in Baltimore. Council sponsored a breakout session entitled “Harnessing the Virtual Workforce for Transportation Benefits” with presentations by Melissa Madison, 494 Corridor Commission Commuter Services and Sandra Brecher, Montgomery County Commuter Services which was well attended. At the general council meeting, Sara gave an overview of the preceding year. Members suggested having speakers at the council meetings to provide more interest and participation and an infographic was discussed to promote the council to the general ACT membership to increase interest and membership in the council.

**2. Infographic**

2 sample Infographics were provided to council members to spur discussion. Discussion of type of information to be depicted and audience for the infographic. Topics included Telework and Continuity of Business plans; Telework and Productivity; 10 Tips for a Establishing a High Performance Telework Program; Barriers to a Successful Telework Program; Industry Specifics and Prevalence of Telework; Ad hoc vs. Formal Telework Programs, Telework Factoids, Advantages of a Formalized Telework Program.

Discussion of who is the intended audience for the infographic – general public, ACT members. Audience is the general ACT membership which is made up of employers, consultants and TDM agency staff. Infographic to let them know that the Council exists as a resource for them.

Marketing – how to direct audience to the infographic. It will be used on the Telework Council webpage on the ACT website. Can be directed through inclusion in ACT newsletter. Hope to have it completed by March in conjunction with many areas’ Telework Week activities. Sara and Elham will consider the recommendations of the members and send out an outline for discussion at the next meeting. Ken Jarocki, Shelly Parker and Elham Shirazi volunteered to work on the infographic.

**3. Council Meeting Presentations**

Members were encouraged to volunteer to provide short presentations at upcoming council meetings to not only highlight their accomplishments but to discuss and solicit assistance for their issues and concerns. Shelly Parker and Kim Johnson of Go Triangle agreed to give a short presentation on their program to the Council at the next meeting. Beth will send out a blurb with the meeting notice and to Shona Bramble for inclusion in ACT newsletter.

**Next Meeting** –October 28, 2015 at 1PM Eastern. Beth will send call-in information and a reminder.