

ACT University Council

2017 International Conference Meeting

New Orleans

July 31, 2017

Agenda

- ▶ Welcome and introductions
- ▶ ACT University Council 2016 meeting recap
- ▶ Council goals for 2017
- ▶ Talking TDM!
- ▶ Opportunities for Council involvement
- ▶ Communications

ACT University Council 2016 Meeting Recap

Desired Outcomes for Council:

- ▶ Expanded university sessions during three annual ACT events (International Council, TDM Forum, and Public Policy Summit)
- ▶ Regular (biennial or quarterly) webinars
- ▶ Include other higher education (e.g., community colleges) to increase reach
- ▶ Integrate conference sessions with other ACT Councils
- ▶ Intra-Council communication option (listerv or other)
- ▶ Communications and marketing techniques and tools for recruiting and retaining TDM program participants

ACT University Council

2017 Goals for Board

- ▶ Quarterly and Annual progress reports to ACT Board
- ▶ Quarterly Council-wide calls/leadership meetings (during ACT events plus a January recap/look ahead)
- ▶ 1-2 Webinars - extended, deeper dive into topics
- ▶ Contribute to ACT newsletters and website
- ▶ Contribute to Public Policy committee
- ▶ Develop sessions for:
 - ▶ TDM Forum (October 17-18, 2017) *due: August 2, 2017*
 - ▶ Public Policy Summit (April 2018) *due: October 2017*
 - ▶ International Conference (July 29- Aug 1, 2018) *due: Dec 2017*

TALKING TDM

What do you want to learn more about?
How can you help your colleagues?

Round 1: 5-7 Minutes

As many responses as you want -
1 response per post-it

Round 2: 5-7 Minutes

Vote for your priority topics

Talking TDM: What do you want to learn more about?

Topics

- ▶ Programs
- ▶ Vendor/service providers
- ▶ Data, analytics and reporting
- ▶ Management/leadership
- ▶ Funding/resource allocation
- ▶ Technology
- ▶ Marketing and Communications
- ▶ Customer Service
- ▶ Public Policy and legislation
- ▶ Other

How Can ACT Help You?

- ▶ Networking
- ▶ Develop & communicate best practices
- ▶ TDM development opportunities
 - ▶ PALS program
 - ▶ Leadership Academy
 - ▶ TDM Certification Program

How Can You Help ACT?

- ▶ Join Council leadership
- ▶ Volunteer to:
 - ▶ Help plan webinars, Council calls and conference sessions (present a topic, suggest ideas, help find speakers)
 - ▶ Suggest new member recruitment possibilities
 - ▶ Compile & share news stories
 - ▶ Work on best practices toolkit
- ▶ Goal: Council representation from each Chapter

How Do We Communicate?

- ▶ Council in-person and phone meetings
- ▶ ACT National Meetings
- ▶ Webinars
- ▶ For ongoing communications and resources: email list, social media group list-serv - *your input is needed as we develop this!*

How Will You Get Involved This Year?

- ▶ Additional thoughts?