Illinois Association for College Admission Counseling
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Committee Chair Board Report
March 2019

Name of Committee:
Ad Hoc Committee on Re-evaluating IACAC's Technology Needs

Liaison: Roberto Suarez, Homewood-Flossmoor High School

Committee Chair Names/Institutions:
Mike Ford, Woodlands Academy
Sarah Goldman, Albion College

Committee Members/Institutions:
Michelle Rogers, Saint Louis University
Natalie Rubino, Glenbard West High School
Linda Haffner, IACAC
Jim Pierson, University College Dublin

Committee Goals:

Overall goals –

It was moved at the April 2017 Annual Membership Meeting that "the President and Executive Board consider creating an Ad-Hoc committee charged with assessing the current and future technological needs of the organization and exploring how we can meet those needs in a manner that is fiscally responsible but enables committees to further the work that supports the mission of our organization." The rationale of this motion is to encourage a re-evaluation of IACAC's technology use, being more cost-effective, and better serving our constituents.

- Survey Executive Board and Committees
- Research and establish IACAC's technology needs
- Deliver a final report by March 1, 2019 with findings and offer recommendations on
    - Determining current technology needs and costs of IACAC
    - Creating a cost-effective technology plan that aligns with IACAC's strategic plan

Work Completed:
Based on the results of our survey (General Membership – 313 responses, Committee Chairs – 23 responses, Other Affiliates – 15 responses), it appears that in general, the needs are currently being met of our membership, but there were several requests for us to do even more with our technology. Most notably, there was a clear desire to have increased access to webinars, live streaming of programming, and a forum to discuss topics and share documents.

Recommendation:
Since the results of the survey were shared with the Executive Board in the spring of 2018, some of the requests from membership have been met. For example, the Finance Committee provided a solution for webinar/live streaming options and the early response is positive.

As the scope of the Media Communications role within IACAC is evolving, we would like to present the following recommendations:

- Conduct a semi-annual survey on usage, best practices, and interests of the membership as it relates to technology.
- Review website traffic and usage statistics annually to develop content strategy and implement changes.
- Use usage data and membership requests to determine what changes should or should not be made to our website and communication efforts on an annual basis.
- Add a line item in the annual report for each committee asking what the group could benefit from, specifically as it relates to technology, communication, and web services.