

MINUTES

Business Law Section of the Florida Bar – Communications
Committee January 22, 2014 at 10:05 a.m.

Section Chair, Steph Nagin, provided an update on the status of the website upgrade and the questionnaire requested by the chosen web developer, Paper Street.

Committee Chair, Lynn Welter Sherman, provided a brief report on the Social Media Subcommittee meeting.

Zach Hyman advised that the Membership Committee will be promoting happy hours around the state and hopes to use the website and social media to promote these.

Options for conference calls were discussed. The Florida Bar is using Zoom instead of Skype for video calls. Mary Ann Obos is to check on the contract and pricing. Tracey Eller advises that TFB has a contract with Go to Meeting.

Tracey Eller provided statistics for the website, Twitter, Facebook, and LinkedIn.

A long discussion was held concerning the existing website and changes that the Committee would like to see made in the new website design.

- The traditional “Chair’s Message” on the front page of the website is too long and is not graphically pleasing. The Chair should have a page linked to the home page, where the entire letter is displayed. A short quote with a read more is all that should appear on the main page.
- The webpage belongs to the Section and shouldn’t change dramatically from year to year as leadership changes. The Communications Committee should be responsible for the website.
- Video shorts on the website might be a draw
- Younger visitors have short attention spans, and it is important to grab the attention of the visitor within the first 10 seconds.
- The list serves should be easier to join.
- Members only password protected Section.

- Subcommittee's and Task Forces should be click through from the committee page to shorten the length of the committee list
- Separate substantive and service committees to shorten the committee list
- Needs to be more user friendly to new visitors looking to get involved in the Section
- The globe logo is clunky and amateurish. Need something clean and contemporary.

Goals for the new website:

- Continuity and Consistency
- Fresh content that is easily accessible
- Utility—easy to navigate.

All members present collaborated on responding to as many of the Paper Street Questionnaire items as possible, and those responses were provided to Section Chair, Steph Nagin, who is the point person with Paper Street.