

OUTREACH COMMITTEE

09/17/2026



I. ILGISA UPDATES

- a) Annual Conference: Oct. 18-20, 2026

II. CONTENT IDEAS – ILGISA WEBSITE

- a) Updates or Ideas?
- b) **Next Year Goal:** Website Refresh?

III. CONTENT IDEAS - LINKEDIN

- a) Next up: Gold Sponsor Posts similar to Board Member Spotlight Posts
- b) Highlight as we ramp up for Annual Conference
- c) I have information from all 4 Gold Sponsors
 - i) Post on Tuesdays for next 4 weeks?

IV. CONTENT IDEAS – EMAIL BLASTS

- a) Monthly Email Brief – ideas for end of September?

V. CONTENT IDEAS – ILGISA FORUM

- a) Challenge – Post on the forum: What are you excited about for the conference, a question about the conference, a presentation you're interested in

VI. CONFERENCE ITEMS

- a) Key Chains with Compass have been ordered and shipped – should have extras to use at next year's Regional Meetings
- b) Outreach Accomplishments this year for Annual Meeting slide (See 2nd Page) – anything to add or change?

VII. FUTURE ITEMS TO DISCUSS

- a) Voting on Web App Contest: Outreach Members and ILGISA Board Members deadline Sept. 30– will need early October Meeting
- b) **Next Year Goal:** Formalize List of Member Benefits/Metrics
 - i) Utilize membership surveys to create metrics?

VIII. ADJOURNMENT - NEXT MEETING: OCTOBER 8TH AT 3 PM?

IX. MISSION: COMMUNICATE THE MISSION OF ILGISA TO MEMBERS AND NON-MEMBERS AND COMMUNICATE BOARD ACTIVITIES TO MEMBERSHIP.

- **PROMOTED ILGISA THROUGH WEBSITE MANAGEMENT, SOCIAL MEDIA ENGAGEMENT, AND IN-PERSON OUTREACH.**
- **INCREASED LINKEDIN FOLLOWERS OF ILGISA TO OVER 1000.**
- **DRAFTED AND DISTRIBUTED NON-CONFERENCE EMAIL COMMUNICATIONS INCLUDING NEW MONTHLY BRIEF EMAILS.**
- **PRODUCED “BOARD SPOTLIGHT” FEATURES FOR THE WEBSITE AND SOCIAL MEDIA CHANNELS.**
- **PRODUCED “GOLD SPONSOR” FEATURES FOR SOCIAL MEDIA.**
- **SELECTED AND PROCURED PROMOTIONAL MERCHANDISE FOR ILGISA EVENTS.**
- **SERVED AS JUDGES FOR THE WEB APP COMPETITION IN BOTH STUDENT AND PROFESSIONAL CATEGORIES.**
- **REVIEWED AND CONTRIBUTED TO STRATEGIC PLAN INITIATIVES INCLUDING LAPSED MEMBER INITIATIVE.**