

# OUTREACH COMMITTEE

04/30/2026



## I. ILGISA UPDATES

- a) Regional Meetings
  - (1) April 24<sup>th</sup> @ IDOT, Springfield – “Public Works” – Key Takeaways?
  - (2) June 26<sup>th</sup> @ CMAP, Chicago – “Collaboration”

## II. CONTENT IDEAS – ILGISA WEBSITE

- a) Updates or Ideas

## III. CONTENT IDEAS - LINKEDIN

- a) All New Board member spotlights posted
- b) Next up: Gold Sponsor Posts similar to Board Member Spotlight Posts

## IV. CONTENT IDEAS – EMAIL BLASTS

- a) Monthly Email Brief – March and April sent
  - i) Anything else you want to see from the content?
  - ii) Only going out to members who are Active, Graced, and Lapsed – change this?

## V. CONTENT IDEAS – ILGISA FORUM

- a) Challenge – Post Something on the forum: An article, a questions, thoughts on the Springfield Regional meeting, etc...

## VI. LAPSED MEMBERS & STUDENT MEMBERS

- a) Scrubbed Lapsed Member List – Are cold calls valuable? Reframe it as an exit interview to get feedback? How can we make our members feel valued now before they lapse?
- b) Help Transition Students to Professional Members – Education Committee also working on this
  - i) Send them the list of student members who have now lapsed?

## VII. FUTURE ITEMS TO DISCUSS

- a) Swag for Annual Conference (Keychain strap?)
- b) Have membership vote on Web App Contest versus Committee?

## VIII. ADJOURNMENT - NEXT MEETING: MAY 21ST AT 3 PM