

2021-08-06 Communications Committee Meeting Notes

Date

August 6, 2021

Attendees

- [Judith Fleenor](#)
- [John Jordan](#)
- [Daniel Bachenheimer](#)
- [Ajay Madhok](#)
- [David Lucatch](#)
- [Drummond Reed](#)
- [Kaliya Young](#)
- [Bettina Brunnhuber](#)

Guests:

- Peter Stoyko,
- Alex Metcalf

Agenda

Time	Item	Who	Notes
20 min	Updated Website - Draft/Sandbox Review	Judith Fleenor Alex Metcalf and Peter Stoyko (Guests)	
10 min	Website Update Discussion and content creation	ALL	
4 min	Action Item Update - ToP Year in Review	Jim St.Clair Drummond Reed David Lucatch	
5 min	Good Health Pass Press Launch Update	Jim St.Clair	(couldn't attend No Update happened)
1 min	Good Health Pass FAQ Blog or Page	Kaliya Young	
5 min	Blogs for Deliverables	Judith Fleenor and All	
1 min	Invitation to Foundational White Paper Community Review	Judith Fleenor	
15 min	Open Discussion	All	
1 min	Wrap up	Judith Fleenor	

Recording

[Link](#)

Presentations/Documents

- Agenda Topics (pdf):



Communications ...gust 6 2021 .pdf

Notes

Updated Website - Draft/Sandbox Review and Discussion:

Development Version:

- 1) we are creating new content to be more fit/beneficial
- 2) Peter Stoyko's design work

Section: Why TOIP?

- Gone with large panel/storefront window approach for intrigue
- Page needs to get people interested and engaged
- Flexible feature panel
- New font/content
- Different levels of membership

Section: The Model

- Interactive
- Smooth and responsive

Content Gaps:

- Still need to look at the target audience
- Why are they coming to the site?
- What are we trying to say?

Design:

- Peter's design of color scheme/ fonts

3 Strands:

- Emerging design element
- Content considerations
- Homepage approach

Website Update Discussion and content creation:

Layout: approved

Design:

- [Drummond Reed](#) appreciated that they are aligned with Peter's work
- Looks professional/clean
- [Daniel Bachenheimer](#) everything flows nicely
- [Judith Fleenor](#) loves the characters, however, would like to see more real-world people involved
- [David Lucatch](#) believes that we should implement logos of members to increase credibility/ Showing our partners creates interest
- [Ajay Madhok](#) is in favor of using logos, perhaps all within the same color scheme
- Peter Stoyko: illustration design is custom for ToIP to build brand awareness/ illustrations help to integrate and create a friendly feel
- Peter is not apposed to spot photography/ but avoid cliches "smiling women eating salad"
- Peter: we can use a textured background and using the illustrations in the draft invite more room to impose future design elements

Content:

- Need lots of work on the "Why ToIP" section
- [Daniel Bachenheimer](#) struggling with what the benefits are of a member vs. non-member
- [Daniel Bachenheimer](#) should we reference ISO standards rather than write a standard?
- [Judith Fleenor](#) content can always be changed/improved. Can we forge ahead with what we have thus far to get the site launched/
- [John Jordan](#), [Daniel Bachenheimer](#) , Alex to work together and work on 2-page content for the launch
- [Ajay Madhok](#) showcased the workflow page for editing/ will share the Dev site link with the group in chat

ToIP Year in Review:

- [David Lucatch](#) Has all input/comments
- Draft out by Monday/Tuesday evening
- Then we can discuss the infographic with Ajay
- We may add this to the homepage of new website, so that

Good Health Pass Press Launch Update:

- [Drummond Reed](#) : WHO released guidelines for digital documentation of Covid credentials
- We need something for passes not just certificates
- Revisions are being made within the group
- [Judith Fleenor](#) will circle back with [Jim St.Clair](#)
- Are we able to put GHP release as a link on the current website? Tuesday, Aug 10th once out to the press and live we can add it to the website
- Agreed that we should reach out to all ToIP members with the link and allow for blog posts
- FAQs link in chat/ Please get back to Kaliya by EOD Monday if there are questions or concerns
- Post as a blog in news or link as an FAQ? Link the FAQ within the blog - decided

Blogs for Deliverables:

- Need to have rolling content
- Deliverables need to be monthly if not weekly
- WG chairs need to be consistent
- [Drummond Reed](#) WG should be responsible for raw content monthly / deadline-driven
- Chairs can post to the wiki page, then we can get an editor involved

Action Items:

- **Action Item:** [John Jordan](#), [Daniel Bachenheimer](#) , Alex to work together and work on 2-page content for the launch
- **Action Item:** [David Lucatch](#) to have ToIP Year in Review draft by Tuesday evening (Aug 10th)
- **Action item:** [Judith Fleenor](#) to circle back with Jim St. Clair regarding GHP release