

ASPCRO Communications Committee Meeting 04-17-2025 13:00 CDT

In attendance

1. Christine Wicks, MDA (Committee Chair)
2. Dave Harris, MDA
3. Bill Welsh, Rose Pest Control
4. Linda Johns, ASPCRO Executive Secretary
5. Janet Hurley, Texas A & M
6. Brian Kennedy, AZ Dept of Ag
7. Tim Moore, Clixie Media

Introduction of attendees

Topic: Updating the ASPCRO Website

Christine:

Welcome Back

Roll Call

Recap/Refresh our notes from last meeting August 2024

The Executive Secretary will have an active role in managing the website. Mike Page previously laid the groundwork to give the website a facelift. An additional committee meeting may be set up in June to follow up. ASPCRO is looking for ideas of how to add value to the website and is hoping for more utilization of the website in future.

Could include the following: Use of AI to improve search function, determining how often updates to the website occur, adding tiles, adding a site map, determining anything else that might be missing. Experience using a Chat bot, how to update photos, where will photos come from.

The ASPCRO Board has paused on decisions, realizing that the website is archaic.

Linda Johns:

Mike Paige Envisioned updating the website, Linda has learned how to maintain the website. A lot of the website is difficult to manipulate and to use. Linda is working with the ASPCRO Board to find a company that can revitalize the website. The Minnesota company GROW has been looked at; however, it appears that this company would be too expensive, and they would own the ASPCRO website.

Mike Cameron (Cameron) of Grow Ag Media would potentially work with the committee as a contractor on an as needed basis. Cameron has demonstrated what the true costs of running the website are. Things have been breaking on the website, ASPCRO is currently paying thousands of dollars for things on the website we don't need. Over 700 pdfs are attached to the website.

The first website needs to be cleaned up, Cameron would need to know what is to be kept and what is to be discarded (what is in, what is out).

Christine:

The committee w/ the ASPCRO Board needs to determine what to keep. Committee will need to divide and conquer within the committee. What is the industry standard on what information to keep on the website, how many years back should the documents go and how best to organize them.

Linda:

Noted that she has an archive of ASPCRO documents. Linda and Cameron can look at the website metrics to see which and how often documents were used in the last 5 years. Committee members will need to determine how much they want to be involved and managing the time frame.

Christine:

Can triage questions, timeframes and requests. If nothing else we need to update photos, additionally we need to determine who has access to photos and can they be shared with ASPCRO.

Linda:

Cameron as a contractor would have access to photos, using Cameron as a contractor appears to be the best option and is the most likely scenario. Linda has worked with Cameron before. There are endless companies that do this type of website design. If the ASPCRO Board does not vote to use Cameron, the committee will need to go a different direction. The committee will also need to review the number of website hits and users.

Janet:

Referenced utilizing WordPress with Monster Insight; the program has the ability to conduct analysis.

Linda:

Will bring to the ASPCRO Board the request to put out a newsletter a couple times per year.

Christine:

The website is used for a variety of reasons including government and industry. Christine would like to see a newsletter, especially regarding what EPA is working on, where does EPA stand on an issue. Public Health Committee is shifting gears based on what EPA is working on. The Newsletter could include other ASPCRO activities and updates, would be an opt in email list.

Any Questions? None asked.

New Business

Linda:

Linda would also like to see the Newsletter go to SLAs and PSSE staff at universities. Linda believes that June and December would be ideal months for a newsletter.

Christine:

Referenced the MDA Newsletter/ PFMD Update. Brian and Janet agree a newsletter would be a good idea.

Bill:

Referenced it would also be a good idea to include information keeping track of regulatory issues within the States, i.e. preemption, pesticide use, etc.

Linda:

Will recommend a newsletter to the ASPCRO Board. The website could also utilize some type of RSVP system, but it should be noted that all website functions cost money.

Looking forward

Christine:

Referenced that ASPCRO has many communication needs at in-person meetings. ASPCRO recognizes sponsors, but not members. Discussed recognition for 1st time conference attendees and long-term attendees, especially to do something extra for 1st time attendees. Christine would like to see something that offered more comradery that would create a personal touch, a buddy system and / or better networking, or speed networking exercise.

Bill:

Referenced non-profits that he belongs to provide mentors (especially to new board members).

Linda:

Referenced letting the committee chairs advertise at the meeting or create a committee show case. Notes can be provided to Linda after the midyear meeting.

Christine:

Christine will send a meeting survey monkey inquiry for the next virtual meeting in June Meeting.

Adjourn 14:05

Tim Moore (External) 1:06 PM
Tim Moore - Clixie AI/Digital Desk - tmoore@clixiemedia.com.
Going to go off video to save bandwidth. LinkedIn Profile: <https://www.linkedin.com/in/tim-moore-7b00332/>

Janet A. Hurley (Unverified) 1:21 PM
There are ways to archive old information
Linda I can share some information with you next week how the IPM Centers could help as well.

Janet A. Hurley (Unverified) 1:32 PM
Bugwood images are all creative commons

Linda Johns (Unverified) 1:33 PM
Thanks Janet. It will be good to visit with you next year.

Janet A. Hurley (Unverified) 1:54 PM
not that i can remember

Tim Moore (External) 1:55 PM
Have to drop off, thanks for having me! Look forward to seeing how we can help.

Bill Welsh (Unverified) 1:58 PM Edited
I have a hard break at 3:00 for another meeting
Take care!

Janet A. Hurley (Unverified) 1:59 PM
Same here I need to run on to the next task see some of you next week low 40s at night and 70s during the day

Bill Welsh (Unverified) left the chat.
Janet A. Hurley (Unverified) left the chat.
Brian Kennedy (Unverified) left the chat.
Linda Johns (Unverified) left the chat.
2:03 PM Meeting ended: 1h 10m 56s
read.ai meeting notes (Unverified) left the chat.

Type a message



Wicks, Christine (MDA) joined the conversation.

Monday

Wicks, Christine (MDA) named the meeting Mid-Year Communication Committee Meeting.
Harris, David J (MDA) was invited to the meeting.

Today

12:53 PM Meeting started

Janet A. Hurley (Unverified) was invited to the meeting.
Linda Johns (Unverified) was invited to the meeting.
Bill Welsh (Unverified) was invited to the meeting.
read.ai meeting notes (Unverified) was invited to the meeting.
Brian Kennedy (Unverified) was invited to the meeting.
Tim Moore (External) was invited to the meeting.
read.ai meeting notes (Unverified) 1:00 PM

Timothy added read.ai meeting notes to the meeting (recording enabled). Type 'read stop' to disable, or 'opt out' to delete meeting data. View Privacy Policy: <https://www.read.ai/pp>

Janet A. Hurley (Unverified) 1:05 PM
Janet Hurley, Texas A&M AgriLife Extension

Brian Kennedy (Unverified) 1:06 PM
Brian Kennedy AZ Dept of Agriculture

Bill Welsh (Unverified) 1:06 PM
Bill Welsh, Executive Vice President Rose Pest Solution

Linda Johns (Unverified) 1:06 PM
Linda Johns, ASPCRO Executive Secretary and UMN PSEE Director

1:06 PM
Dave Harris, Minnesota Department of Agriculture, Consultant.

Tim Moore (External) 1:06 PM
Tim Moore - Clixie AI/Digital Desk - tmoore@clixiemedia.com.

Type a message

