

IPER Team Meeting
2 August 2011
Minutes

In attendance: Kathryn Baringer, Carrie Brady, Maya Davis, Maria Day, Chris Haley, John Harding, Vicki Lee, Tom Wellman (by phone)

Introductions – two new members

- Maria Day will be stepping in as an instructor for Essential Records.
- Kathryn Baringer will be helping with administrative work.

Assignments –

- Essential Records course instructors
 1. Maria Day and Tom Wellman will teach Essential Records together after August. For the August class, John Harding will team with Tom Wellman to teach ER.
- Paperwork
 1. Carrie Brady and Kathryn Baringer will handle administrative such as submitting the registration and evaluation forms to COSA and scheduling team meetings.

Possible Adjustments –

- Problems with attendance – how to encourage registrants to attend?
 1. Send a reminder email 2 or 3 business days in advance of the class.
 1. Can this be automated at MEMA?
 2. Centralize future classes or run the classes as webinars to relieve travel expenditures for the instructors (no longer travelling to teach a mere 2 students).
 3. Include SHRAB members – this will generate more interest, and these individuals are likely to attend.
 1. Maria, Carrie, and Vicki to speak with Rob Schoeberlein about this.
 4. Target specific groups as audiences that would be more likely to be interested in showing up. Advertise sessions to clerks, to registers of wills, to records managers, etc. because they tend to have vested interest in maintaining the records.
 5. Perhaps set up registration such that participants register for both classes as one course – would give the impression that they must attend both in order to have completed the course.
- Participant materials – shift the responsibility for sending them to registrants?
 1. Send as an automated response upon registration for the class, and also include in the reminder email. We will have to make sure that the links and passwords to the participant materials are included in the email every time.
 2. Additional suggestion: Note in **bold letters** that participants are expected to print or save their own copy to bring to class.

- Scheduling – consecutive days?
 1. Some participants have suggested that holding classes a week apart makes it difficult to attend both, and that they would be easier to schedule time for if they were in the same week, preferably on consecutive days. We will try to schedule the October and November classes on consecutive days or on a Tuesday/Thursday of the same week, whichever is possible for the location and instructors for that session.

Scheduling –

- September – Capital region
 1. We need to know the specific location – Carrie’s understanding is that John Broaddus arranges this.
- October
 1. Some mention of “Northern” region. Where would that be?
- November
 1. Southern Maryland
- Beyond?
 1. Evaluate interest in sessions for special groups (clerks, registers of wills, etc.).
 2. Consider webinars – will need software and a site that will support conducting a webinar.

Other Business?

- Marketing suggestions
 1. Find out how our participants heard about the course to determine which methods are working. We can add this question to the evaluation form or send out a Survey Monkey survey.
 2. So that people are better informed about the courses, we could set up either a listserv or an email form on the IPER site where people can submit questions such as “when will the course be offered in my area” or “can we schedule a course for my clerks’ association.”
- Carrie and Maria will be giving an hour-long presentation to the Registers of Wills Association in September in Ocean City. The requested topic is how to work disaster planning into the business of the Registers’ offices. We will be encouraging the Registers to sign up and attend IPER, and this may turn into an opportunity to present a full IPER session for a targeted group.

Action items –

- Carrie to contact John Broaddus and/or Lauren Holley-Allen to find out about our next regions and locations, and to discuss automated emails containing the links and passwords to participant materials.
- Carrie, Vicki, and Maria to meet with Rob Schoeberlein about marketing the program to SHRAB participants.