

## **COSTEP MA Executive Committee Meeting**

**Thursday, May 13, 2021**

**10:00 – 10:45am**

**Zoom meeting**

### **Attendance**

Alejandra Dean, Catherine Perrault, Ben Haavik, Evan Knight, Molly Ogrodnik, Kathy Griffin, Jessica Bitely, Lori Foley, Matt Kearney, Becky Geller, Ben Hiltunen, Desiree Kocis

### **Communications updates: blog posts, website, and social media**

Evan Knight reported out on the April 29<sup>th</sup> Pandemic Safety at Cultural Heritage Institutions webinar, featuring speakers: Michael Flanagan, Director of the Massachusetts Department of Labor Standards, and Dr. Martin Z. Bazant, E. G. Roos (1944) Professor of Chemical Engineering / Digital Learning Officer / Professor of Mathematics, MIT. There were 177 registrants. The group provided positive feedback to Evan on the programming. The first part of the webinar was recorded and is available on Vimeo:

<https://vimeo.com/543692402>.

There were 2 blog posts published since the March meeting: 1 post promoting the Pandemic Safety webinar and 1 post promoting “Understanding COVID-19 Vaccines: A REALM Project webinar” that happened on April 15<sup>th</sup>. The website had 550 sessions for the month, 670 page views, and 53% of traffic was directed to the Pandemic Safety webinar information. Evan reported that most referrals to the site are from direct links, but 8% of traffic was referred through Twitter. The email newsletter had an open rate of 36% this month, totaling 1,300 opens. The Twitter account received 4 new followers, and Molly Ogrodnik will share the Pandemic Safety webinar recording (part 1) on the account. Lori Foley suggested including Twitter hashtags in future email newsletters to direct visitors to the Twitter account.

### **Task Force updates**

The group was joined by Desiree Kocis of the Massachusetts Emergency Management Agency, who is collaborating with COSTEP on developing an updated GIS map of cultural heritage institutions that will be maintained by MEMA. Desiree previously met with Boston OEM to determine the best host for the map data and it was decided that MEMA will host the data and finalize development of the mapping form/application moving forward. The group answered Desiree’s questions and provided an update on the goals and outcomes of the GIS mapping project. Alejandra Dean reported to the group that the mapping task force met twice in the last month to finalize the draft of the data fields COSTEP MA would like to include on the form. Alejandra will send this draft to Desiree for review. The group decided that the map data would be updated on an annual basis and to populate the map with MEMA’s MBLC data set as a starting point.

### **Outreach updates**

Jessica Bitely reported that COSTEP Executive Committee members will be meeting with representatives from the Boston Green Ribbon Commission on May 13<sup>th</sup> to discuss collaborative programming (most likely a webinar) covering the intersection of emergency preparedness and response with resilience planning. The timeline for development of this content is sometime later in 2021. Jessica will provide an update to the group after the May 13<sup>th</sup> meeting.

### **Other business**

Evan solicited topics for future blog posts and programming. Alejandra suggested creating a blog post on the upcoming 2021 hurricane season. Lori Foley and Ben Hiltunen suggested resources that can be

added to the post: content from ready.gov and the National Hurricane Center 2021 forecast. Alejandra will draft the post. Molly will post last year's COSTEP MA hurricane webinar to the Twitter account.

**Next meeting**

Thursday, June 10, 2021 via Zoom