

Education Committee  
March 4, 2010  
Teleconference

In Attendance  
Dale Moore  
Troy Apprill  
Tammy Corzine  
Jan Iiams  
Tim Vlamis

Review of the updates to Wikipedia/balloon were presented by Tim who reported replacing poor images of balloons on the site. The before and after screen shots were presented at the IBA State of the Industry Breakfast in January. Tim also reported that Connie Iden-Monds was working on some major updates with regard to balloon décor that should be appearing soon and that Sean O'Kelly of Australia was also working on some updates. Tim cautioned that implementing gradual changes on Wikipedia were best as lots of activity tended to draw attention and that there are individuals who are financially incentivised to blast the balloon industry who could insert negative information. Continual monitoring of the site will be an on-going project.

Marty reported that Steve Jones shot the footage for the first video, How Long Can a Balloon Float?, but has not had time to edit due to relocating. Steve hoped to begin work on the project again as early as this week and get an edited version out for the committee to review. Other ideas for videos are: Why not release a foil balloon? Where does helium come from? Where do balloons come from?

The final topic of discussion was new projects – the following ideas were agreed upon:

- A comprehensive feedback form to be used by producers of industry education that will encourage honest, thoughtful, and helpful feedback on instructors as well as curriculum after a class. **\*Ed Committee Members are asked to submit to Marty any examples of a feedback form that is currently being used and/or simple questions that they would like to see on a form.**
- Keep some of the programming from the IBA Annual Conference alive. In the case of the Social Media topic in 2009, use SM such as Facebook to connect group members to articles on Social Media. Or, post updates from the speaker and/or post updates on what we've already learned; maybe two follow-ups per year.

Next meeting, Thursday, April 1, 10:30 AM Central, 11:30 AM Eastern.