

## **Newsletter, Website and Technology – June 2017**

### **Communications Committee**

**Submitted by Bonnie Auchincloss**

#### **Goals:**

- 1. To provide communication for organization events and activities**
- 2. To provide a means of organizing and storing membership data**

#### **Objectives:**

1. To publish a newsletter for the months Sept – June
2. To update and maintain the website
3. To keep current a Facebook page
4. To put in place a framework and working rules for AAUW Poughkeepsie Facebook pages
5. To keep database updated
6. To engage more members in the activities of communication
7. To provide training to additional people to work on the newsletter and other computer related activities
8. To assign photographers to cover events of AAUW

#### **Members:**

1. Bonnie Auchincloss – Communications VP and chair of Photography Committee
2. Mary Ann Boylan – Technology Equipment – handles computer, LCD projector and screen
3. Claudette Hennessey – Database Manager – all aspects of the online local database
4. Katherine Freidman – Assistant Newsletter Editor – interest groups, online calendar & mailing newsletters
5. Mary King - Webmaster
6. Margaret Nijhuis – Newsletter Editor & website update
7. Joanne Scolaro – Assistant Communications – emailing, newsletter editing & website updates
8. Mary Coiteux & Sabashnee Govender – Facebook page

#### **Completed Activities:**

1. Newsletter is published Sept – June by Margaret Nijhuis and uploaded to the website. Newsletter is mailed by USPS to about 20 members – this mailing is done by Kathy Friedman. Kathy also collects the information from the interest groups and maintains the online calendar.
2. Email reminders of general meetings and other events are sent several times each month by Margaret Nijhuis and/or Joanne Scolaro. Both Joanne and Margaret keep an updated email list on their personal computers. All members whose emails “bounce” are contacted by Margaret to resolve the problem.
3. This year we have set up a system of providing email alerts between newsletter publications. Information for these alerts will be sent to Joanne Scolaro to send out by email. However, this is still a work in process and will need more organization to finalize the procedure.

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4. Responsibility for the Membership directory has been assumed by the membership committee. The directory is now being formatted by Claudette Hennessey, this year, with help from Margaret and mailed by the membership committee in November.
5. The database is updated by Claudette Hennessey. Mary Anne Hogarty and Claudette have been working together to make sure that the Branch data base is in sync with the national data base. Information concerning changes of contact information comes from Membership VP, Membership Treasurer and newsletter Editor and is sent to Claudette, Margaret, Mary Anne and Joanne. Margaret kept Claudette informed of any email changes that needed to be updated in the data base.
6. The profile sheet has been changed so that members can now indicate their interests by checking a box rather than entering it in text form. Claudette has worked with Dave King to translate this interest information into retrievable data.
7. Member profile updating and dues mailing has been taken over by the membership committee.
8. The website is current, informative and useful to members. The home page of the website is updated each month by Margaret Nijhuis with the current programs and recent programs are summarized and moved down the page. Web pages of any of our groups are updated as information is received. Joanne Scolaro helps with this process.
9. Website maintenance and problems are solved, as they occurred, by Mary & Dave King.
10. The Facebook page is beautifully formatted and maintained by Mary Coiteux & Sabashnee Govender.
11. The LCD Projector and computer continues to have use at many membership meetings plus other meetings such as the AAUW Girl Scout Project: *Extending Girls' Horizons* and several of the World Travelers meetings. Mary Ann Boylan stores the equipment at her home and is the contact person for the projector, screen and computer. Mary Ann operates the system for the membership meetings. In Mary Ann's absence Margaret Nijhuis should be contacted.
12. Other booklets, PowerPoint, and flyers were prepared by the committee.
13. The Photography Committee met several times this year to schedule photographers for all AAUW events and also to exchange photographic expertise. Members include, Bonnie Auchincloss, Mary Coiteux, Barbara Hugo, Pat Luczai, Karen Goodman and Margaret Nijhuis. An Amazon Cloud account continues to be used for storage of the photos and all committee members have been trained in its use, however, it is best if only Bonnie, Margaret and Mary access the cloud to be sure that all rules are followed, such as naming conventions and size of images. We were recently informed that Amazon is now limiting the capacity for use of the cloud

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for our \$60/month fee to 1 TByte of storage. This means that we will have to limit the quantity and size of images placed on the cloud.

### **Activities to be Completed**

1. Continue to seek more members to help with databases, the newsletter and other electronic communication activities.
2. We still need to put in place a framework and working rules for AAUW Poughkeepsie Facebook pages.