

Newsletter, Website and Technology - May 2020

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 and responsible for Technology Equipment - handles computer, LCD projector and screen
2. Claudette Hennessy - Database Manager - all aspects of the online local database
3. Katherine Friedman - Assistant Newsletter Editor - interest groups, online calendar & mailing newsletters
4. Mary King - Webmaster
5. Cyd Averill - Newsletter Editor & website update
6. Margaret Nijhuis - Responsible for updates to the website
7. Joanne Scolaro - Assistant Communications - emailing, newsletter editing & website updates and Alerts
8. Mary Coiteux & Sabashnee Govender - Facebook page
9. Donna Augustine - head of Publicity this year. She has submitted articles and announcements to various venues with the idea of informing the general public of Poughkeepsie AAUW activities.

Completed Activities:

1. Newsletter is published Sept - June by Cyd Averill 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"

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are contacted by Margaret to resolve the problem.

3. Responsibility for the Membership directory and the membership book has been assumed by the membership committee. The directory and the membership book were updated by Claudette Hennessy, this year, with help from Mary Scalise-Annis and mailed by the membership committee in November.

The Database Manager keeps the local database up to date.

Overall responsibilities as outlined in the Work Rules:

- Work closely with the Membership Vice President, Assistant Membership VP, Membership Treasurer, and Newsletter Editor
- Enter information in the database on all new members, including member contact information, education, membership number, and date joined
- Update any changes in the information of all members
- Enter data compiled from the profile sheets
- Before May send a list to the Membership VP and Membership Treasurer including members in the branch with contiguous membership of 55+, 50, 45, ...20 or any anniversary requested for the annual 'length of time' awards
- Update the Branch Database to reflect 40 years in the branch by 'clicking' on the field Local Honorary (this is important since these members no longer pay local dues)
- Prepare the database for use in the publication of the membership directory
- Provide to members, as needed, information collated from the database and support documentation of data and metadata required by the branch for procedures, processes, storage and reports as needed

In accomplishing the tasks outlined above, last year the Database Manager

- formatted and added photos pages to the directory
- published updates to the directory at intervals
- in support of the Open House, updated the Membership Booklet and Invitations
- Trained members of the Membership Committee in Database Manager tasks to provide a pool of members able to assist or take over these tasks if needed
- Began storing documentation of Database task procedures, templates and examples on Branch Cloud folders to provide a resource.

4. The database is updated by Claudette Hennessy. Claudette has been making 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, Cyd, Sue Doyle and Joanne. Cyd kept Claudette informed of any email changes that needed to be updated in the data base.

5. The website is current, informative and useful to members. The home page of the website is updated every two weeks by Margaret Nijhuis with the current programs and recent programs are summarized and moved down the page. Other pages are changed to support the home page changes. Web pages of any of our groups are updated as

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information is received. Joanne Scolaro helps with this process. A complete review of the website is done in the summer by Joanne and Margaret.

6. Database maintenance and problems are solved, as they occurred, by Mary & Dave King. No Significant changes were made this past year.
7. The Facebook page is beautifully formatted and maintained by Mary Coiteux & Sabashnee Govender. Our goal is to highlight the happenings in the Interest Groups, Community initiatives and other events of interest for our members. We also try to keep members up to date on state, federal and international issues that AAUW works on. Because face book is a visual media we try to put on photos and videos of interest. Our Facebook also serves as a source for information from the State and National AAUW.
8. The LCD Projector and computer continues to have use at many membership meetings plus other meetings such as the the Monthly Membership meeting and several of the World Travelers meetings. Bonnie Auchincloss now stores the equipment at her home and is the contact person for the projector, screen and computer. Bonnie operates the system for the membership meetings. In Bonnie's absence Margaret Nijhuis should be contacted and is on hand to help solve any technical difficulties.
9. Other booklets, PowerPoint, and flyers were prepared by the committee.
10. The Photography Committee met this year to schedule photographers for all AAUW events. Members include, Bonnie Auchincloss, Mary Coiteux, Pat Luczai, 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. We were beginning to run out of storage space, so the board voted to extend our amount of storage to 1 TByte for a total of \$60 per year. The board has also decided to begin using the cloud to store documents as well as photos. We have added the responsibility of attempting to photograph all members, store them on the Cloud and update the archives, as new members join.
11. Donna Augustine has agreed to take over the job of publicity from Cathy Kinn and is utilizing the online calendar, Burbio as well as other local calendars and newspapers. Renie Milliken has agreed to assist Donna.

Activities to be Completed

1. Continue to seek more members to help with databases, the newsletter and other electronic communication activities. Starting this coming year, Cyd Averill will be replacing Margaret as editor of the newsletter.
2. We still need to put in place a framework and working rules for AAUW Poughkeepsie

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Facebook pages.

3. Donna Augustine had agreed to handle Publicity for this current year only and will have to be replaced next year.

4. Mary and Dave King are phasing out of their database management responsibilities. We have had our website hosted by Brant Lake Association for many years free of charge because of Mary and Dave King's connections and they do not know if we can still stay there and/or what the charge will be. Margaret and Joanne do the updates on the pages and Mary makes small changes such as menu items and uploaded things we can not. Dave has always made any necessary programming changes. Margaret has so far, taken the lead in finding another source for hosting and maintaining the database and several issues will have to be decided before any decisions are made.

4. Mary and Dave King are phasing out of their management responsibilities for our website and our local database. We have had our website hosted by Brant Lake Association for many years free of charge because of Mary and Dave King's connections and they do not know if we can still stay there and/or what the charge will be. Margaret Nijhuis and Joanne Scolaro do the updates on the pages and Mary King makes changes such as menu items and uploading the documents we can not. Dave has always made any necessary programming changes. Margaret has so far, taken the lead in finding another source for hosting and maintaining the website. The database is another separate matter and several issues will have to be decided before any decisions are made on either the website or the database. A committee will be formed after the annual meeting to look at the future of both the website and local database.