

**AAUW Poughkeepsie Branch
Communications Vice President Annual Report, 2022-23**

Members

Barbara Durniak: Communications Vice-President

Cyd Averill: Newsletter Editor

Philippa Goodman: Assistant Newsletter Editor

Bonnie Auchincloss: Photography Committee Chair/Technical Support

Margaret Nijhuis: Web Editor

Joanne Scolaro: Communications Assistant

Mary Coiteux: Facebook Manager

Media

With most branch activities resuming in person activities this year, the managers of our communications outlets (the website, newsletter, and Facebook) have continued their stellar work in keeping members informed of upcoming events and of reporting on events that have occurred. Everyone is happy to see the accompanying photos, which were sorely missed during the pandemic when almost everything was virtual.

Mary Coiteux, Facebook Manager, reports: Facebook postings have been coordinated with the Branch Webmaster and Newsletter Editor and make use of the graphics used by both coordinators. Postings include timely reminders of upcoming events, news, and photos from the Interest Groups & Initiatives as well as other items of interest for the membership. Postings are also used to promote interest in branch Activities and Goals to potential members. Information and graphics from State and National AAUW have been shared throughout the year. The general public also views the Branch Facebook, especially when special events are happening. For example, we had 441 viewers on our page following our Woman of the Year event. Following a general monthly membership meeting, we had 216 views for Family Services.

Zoom

The zoom account is still being used by some interest groups and meetings, as well as for programs during the winter months. In the fall, Zoom discontinued support of earlier versions but users were given sufficient prior notice so that they could update their programs before the cutoff date. We were able to renew our annual subscription at a reduced rate this spring. Diane Jablonski and I updated the account profile to include her as the contact person.

Cloud Storage

Amazon's discontinuation of its cloud storage forced us to find another solution this year. As an interim step, the branch purchased an external hard drive and Margaret transferred all our files. After several months of investigating other options, we found that Google Drive fit our needs in terms of storing both photos and files, with the added bonus of being free. Margaret moved all the files from the external drive to Google Drive, and Bonnie wrote up and shared login instructions with the Photography committee so they can add photos. The Google Drive is associated with the branch's editor gmail account.

Website Domain Name

In September I worked with Claudette Hennessey to transfer our deaccessioned former website domain name (aauwpoughkeepsie.org) from Namecheap, where we had registered it to keep it from being poached, to Bluehost, so that it could be used for the membership database. We no longer need the Namecheap account, so I closed it.

QR Codes

Interest in using QR codes for tabling publicity prompted Celia Serotsky, using a free program called QRCode Monkey, to generate codes featuring our logo for both Leading to Reading's website page as well as the branch's home page. A committee being assembled to formulate some guidelines and oversight of QR production.

Branch Computer

In February Margaret performed overdue routine maintenance on our 10-year-old branch computer, which included running Norton utilities, updating Windows, and cleaning up old files. She also optimized settings so that the battery runs faster (the downside is that this takes more battery power so users should make a habit of plugging it in). The fact that the computer was in top running order after all this work, and malfunctioned after being used for the May program, strongly suggests there could have been a virus on the presenter's USB key, thus necessitating professional assistance to fix. This coming year the board should work to find branch members who would be willing to learn how to perform regular basic maintenance as well as be a resource when problems occur. Margaret has documented procedures, which are stored in Google Drive. The board should also discuss budgeting for tech emergencies so there is clearance to hire a professional should the need arise again.

Annual website review

The annual review will commence this summer.

To Do

Again, the Privacy and Security committee did not have a chance to explore an encrypted password manager application for the storage of the Branch's many passwords, so this is still a goal.

Respectfully submitted,
Barbara Durniak
Communications Vice-President