

**AAUW Poughkeepsie Branch
Communications Vice President Annual Report, 2023-24**

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

The branch's communications outlets (the website, newsletter, and Facebook) provide valuable content to our members and showcase the many activities and events held throughout the year. Many thanks to those on the Communications team who make sure the information is shared in a timely manner.

This spring, based on feedback from a branch member, notices of older programs, which were far down the website's homepage, were removed. The feedback also generated discussion regarding the inclusion of more photos on the home page, perhaps switching out the bridge photos for those depicting branch activities. There was some disagreement about removing the bridge photos as they are so specific to our region and serve as a "brand". Furthermore, Margaret pointed out that we are limited to 10 rotating photos at a time and that there are specific format parameters that must be observed, so getting photos to fit is a bit complicated. Given that the discussion occurred so close to the consultant's retreat, the topic was tabled for the time being.

Another suggestion-from the same member-was to establish a Linked-In profile for the branch; discussion was also postponed for the same reason.

Margaret Nijhuis creates informative and attractive flyers for the monthly programs, which are then emailed to members. As currently formatted, our flyers include no information about our branch, so for the May flyer, Margaret added the homepage QR code as well as links to our website and Facebook page. We may want to consider adding the branch's mission statement or some other brief description of the organization's purpose to reinforce the outward-facing focus. Related to this, Margaret would like to hand the flyer operation over to someone else. Gretchen Anderson, a new member, has expressed interest and will be connecting with Margaret to learn more.

Ten members still get the newsletter via mail. Cyd Averill, Newsletter Editor, suggested that each year, it is confirmed that these individuals are still members, and then that the Editor or Assistant Editor contact them to make sure they still want a print copy.

The Poughkeepsie Branch Facebook page is maintained by Mary Coiteux. Its goal is to highlight the happenings in the Interest Groups, Community initiatives, our monthly General Membership meetings 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 Specific information from the state and other branches is often conveyed, Our Facebook page also is used to publicize programs and activities in order to raise awareness of the Branch's mission to the larger community.

Zoom

The account continues to be used for meetings as well by some of the interest groups. In April, Margaret reported that someone outside our organization tried to access the account, but they were unsuccessful. Zoom is rolling out a new AI-driven platform this spring and there may be some features the branch would find useful.

Cloud Storage

The Google drive associated with the branch's editor.aauw.poughkeepsie@gmail.com account continues to be used to store the branch's photos and archives. The Centennial committee plans to eventually upload documents, photos, and other materials it generates for the branch's anniversary celebrations to this drive. However, the committee will be using the drive associated with the Communications account as a workspace this coming year, with the move to the editor drive occurring at the end of the process.

Branch Computer

Reminder: Margaret has documented trouble-shooting procedures for the computer; the document is stored on the editor.aauw.poughkeepsie@gmail.com Google drive.

Encrypted Password Database

The current practice of password management has been fragmented. Margaret maintains an excel spreadsheet for all but the passwords related to financial accounts. Diane, as current treasurer, stores the passwords she uses in her personal encrypted password vault, which is fee-based. This spring, Margaret and I entered all the branch's non-financial passwords into a free encrypted password database called KeePassXC, which is stored on the editor.aauw.poughkeepsie@gmail.com drive. Each password has its own record. The database also has entries for the various pieces of equipment owned by the branch, detailing which member has possession of the item. Due to the need for increased security, Diane has created a separate database for the many financial passwords. The financial database will be stored on the Google drive associated with the.aauwpok@gmail.com account, as this address is used for other financial operations. A recommendation regarding administration and use of the database will be presented to the board at the June meeting.

Annual website review

The annual review will commence this summer.

To Do

The consultant's report suggested ways the Communications team can help the branch meet some of the desired outcomes. Below are some suggestions. However, as new initiatives are considered, members must step in to take on the administrative tasks.

- Develop a short, targeted list of online community bulletin boards to which program flyers can be posted. The flyers could also be shared with organizations with which we partner.
- Because the website is based on a standardized template, there are limitations in terms of redesign. However, the addition of photos to make the website more dynamic could be reconsidered, and other changes may be possible as well.
- Follow up on the suggestion to create Linked-In and Instagram accounts.

Respectfully submitted,
Barbara Durniak
Communications Vice-President