

Communications Team: Nancy Shoemaker, Technology Coordinator
Laura Garmendia, CONNECT Editor
Kathy Pearre, Judy Balsanek, Dahlia Ashford,
Cherrie Wheaton, and Jane Terwillegar

The Communications Team met in Greensboro for a ½ day session on Saturday, July 13. This was an opportunity to meet together and to organize a communications plan for working as a team in the coming months. These are the highlights of our discussions.

- A. Laura Garmendia will be our **CONNECT** Editor and will continue on the AAUW NC Board in that capacity.
- B. Laura is willing to work on preparing photos – crop, resize, etc., for use on the website, in **CONNECT** and in social media. The plan is to set up an archive for our photo images so they are available for all our communications.
- C. New email address: editor@aauwnc.org - will be used to contact Laura for photos & **CONNECT**, -- Nancy & Dahlia for social media and the website.
- D. Schedule for fall issues of **CONNECT**:
 - 1st issue - Before August 17 – Jane will write an article about the ERA Billboard project that will be posted to the website as soon as the billboards are up around the state – probably Aug 17.
The billboard image will be posted as the opening photo on our website.
Dahlia & Nancy will post a billboard item & photo on *FaceBook*.
This first issue of **CONNECT** will be emailed out to all branch members and Members at Large (MAL) in NC
 - 2nd A second issue of **CONNECT** (Sept) will feature a short article about status of ERA in NC, info about the Regional Meetings and a brief announcement about NC Fellowships & awards for 2019.
 - 3rd The Oct. issue of **CONNECT** will feature author & Juvenile Lit Award for 2019.

For the time being, no definite schedule or deadlines are set, but we agreed that one issue of **CONNECT per month for state news is about right. Judy is working on the schedule for the Branch news issues.**

The goal is to have news go up on the website with the most detail, social media will follow with the same news – only briefer – and **CONNECT will be emailed to NC members, with photos and items written that send readers to the website for more information and or photos. This requires a full team effort – every month!**

- E. There are many photos of AAUW NC events in various places – members phones, a few on the website, etc. We need to make an effort to gather our photos in one place, with names and events identified. **The plan is to create a photo archive** – soon.
- F. **Everyone on the Board needs to be involved with communications.** Each board member needs to monitor their area of concern. Board members can also forward appropriate items to editor@aauwnc.org. Especially useful will be for the Board to share news from other organizations with members through *FaceBook* & social media. **We all can help increase our media presence.**
- G. There was a long discussion about Archives. Our web content dates back into 2005. Unless someone is doing research, most will not be interested in articles popping up dated 2012 or even 2017. So, we have developed a plan – with Nancy’s help. Nancy created a copy of the old website and named it the *AAUW NC History* site. All our old content is there for our archives. Therefore, we can delete anything labeled as archive on the new website – items dated 2015 and earlier. This project is not a first priority at the moment. Getting our flow of communications up and functioning is our first priority this fall. Nancy will prepare instructions for working on the project and we all need to help identify some willing volunteers to help with this project. Training for this will not be difficult.

There is one new Communications expense to be added to the budget.

Our service with Dream Host – the website host – needs to be upgraded.

There is a problem with backing up the new website with our current service plan.

Nancy is looking into what the additional cost will be for upgrading our hosting service.