

MEMBERSHIP COMMUNICATIONS COMMITTEE REPORT - END-OF-YEAR 2014-2015

1. Name of Committee: Membership Communications

2. Name of Committee Chair/Co-Chairs: Robin Deily

3. List of Committee Members: Robin Deily

4. Committee Goals for 2015-2016:

- Work with Michele to develop a new look for the standard member mailings
- After membership renewals are complete, review the mailing list in Mail Chimp and reconcile it with the information in the member database.

5. Activities and Major Accomplishments:

- I'm happy to say that things seem to run smoother every year.
- Sharon Prassa, at my request, convened a phone conversation with past and future National Specialty chairs, Karen Norteman and Michele Ritter to discuss how to best keep our members informed about the upcoming 2015 Specialty. It was very helpful to have everyone's input and agreement about how to proceed.
- With Michele, I created a special template just for the Specialty mailings so that those mailings are clearly identifiable.
- Improved the standard BCCA mailing template to automatically include links to past mailings and a reminder about the National Specialty.
- Generally, I send out most of the mailings, Michele, however, sends out the newsletters.

6. Statistical Information (if applicable):

- National Specialties - 14 Mailings
- Newsletters – 11 Mailings
- Affiliate Specialty – 7 Mailings
- Membership Renewal Reminders – 3 Mailings

7. Additional Information/Comments/Special Highlights (please attach):