

CO-4

Communications Committee Report  
July 14, 2008

The first issue the Communications Committee has tackled is over the newsletter, specifically, whether to continue with a paper edition or just go electronic or a combination of the two. The Committee has been engaging in a discussion about these choices. Some of the points brought out in the discussion include issues about the costs. Judy Zelenski has provided us with the past costs as well as future projected costs. Future costs would also need to include new postal software that could be costly. Presently we spend around \$15/person a year to send paper newsletters, totaling \$7,500 for next year. If we went with electronic, except for those who specifically want a paper version, the paper version would cost around \$24/person (a year), but we, hopefully, would not have that many, so we could save around \$4000 a year, possibly more.

It is our understanding that trying to save money on the newsletter is an attempt to save money to put into another area, not necessarily for austerity reasons. We do think it might help to know what other areas the money might go to.

We have also discussed the delivery of the electronic version and think that an 'email blast' of all members with a link to the newsletter is necessary, rather than just having it on the website.

One decision we have reached is to send out a survey to our membership, using survey monkey or a similar device, and ask their opinions. We have not worked out the exact wording yet, but would include giving the members 3 choices:

1. Keep things as they are.
2. Offer a paper version to those who want it, possibly charging extra for it.
3. Go completely electronic.

We want to include a pro and con section in the survey so our members can make a knowledgeable vote.

I hope to have the survey put together by fall, giving it about two weeks to respond, therefore having some kind of consensus by the next meeting.

Mary Ann Thompson, Chair