Communications Committee Update – October 2020

The Communications Committee discussed several issues related to its goals. Committee liaisons were assigned to solicit news that could be included in the SC newsletter regarding committee work. We discussed whether we could add a section to Committee web pages to highlight progress on goals or highlight ongoing projects. It was determined that a section could be added, so after receiving encouragement from the Executive Committee, our liaisons will begin reaching out to committees for updates or news to add to committee pages. The updates/news will also be highlighted in the SC newsletter so there will be multiple ways to encounter the updates/news. Damien, Jackie and Marla will discuss analytics from the newsletter and the website and explore ways to boost staff interest. Marla shared that the newsletter stories are being opened at an increasing rate since the newsletter started in December of 2019, so we’re encouraged that the newsletter is having an impact. Many of our stories point to the SC website, so we’re also analyzing how we can make the website valuable to staff. As always, we’re interested in your input. If you have comments, questions, or suggestions, please let committee members know; contact Damien Blair, Zach Girazian, Jackie Kleppe, Ted Potter, Jessica Richardson, or Linda Weir Jacobi, as well as Marla Rosenblum.