

Sigma Tau Delta Fall 2012 Board Meeting Project Coordinator's Report

Over the summer my primary focus was helping Elfi and Deb with the website re-design. In addition to assisting Elfi plan and proof sections of the website, I re-wrote the entire "Chapter Life" section to make it more consistent, logical, and helpful. My revisions have been sent to Deb and the SAs for review and hopefully will be published by the Board meeting or very shortly after.

Activity on the blog and Facebook page slowed down over the summer, but we still posted on a semi-regular schedule and attempted to engage what readers we had. We maintained a pretty impressive number of followers on both sites: As of this writing we had 2,346 Facebook fans, and we are adding around 30 new fans each week. Thanks to "viral" views (friends of friends), an average of 18,000 people see content from our page each week. Blog posts routinely get readership in the triple digits. Our most popular post ever, Alexander Daley's "Majoring in English: Do You Have What it Takes?" was read by 362 people.

We already have begun implementing a promotional campaign for the back-to-school period, which we expect will grow our blog and Facebook readership considerably over the next few weeks. Elfi and I also are working with Dave on improving the NEHS Facebook page.

I continue to engage with the various chapters that are on Facebook, following the conversations in their groups and making suggestions when possible. This has already paid off as I managed to get a great Chapter Spotlight article idea from the conversation a chapter was having about one of their noteworthy activities. This spotlight is already on the blog and website, and I have a series of additional spotlights planned based the Project Grant Reports and the Chapter Annual Survey. I intend to make this a once-a-month feature of the blog, highlighting noteworthy accomplishments and creative activity ideas from our chapters.

As usual I have worked very closely with the Student Leadership over the past few months. Some student leaders were busy with work or travel during the summer, but the majority remained very active writing blog articles, participating in monthly web chats, and sharing ideas by email. I feel that the improvements I made to the training documents last year, and the increased effort by myself and the SAs to get people involved early and keep them engaged, have really paid off. This year's SRs and ASRs are active contributors and have been doing a stellar job. In an effort to keep improving our training and orientation techniques, the SAs and I developed an informal training survey for the SRs and ASRs which provided valuable feedback about the process.

I also worked closely with the AR and AAR at first, before losing contact with Alyssa, the AR, who subsequently resigned due to scheduling conflicts. This upheaval has caused some delays, but I am working with Jon, the new AR, and Roger to determine where Alumni Epsilon should go from here.

Once again I have also spent a good deal of time with the Chapter Annual Survey. I helped Deb promote the survey and provided support to members who were having difficulty filling it out. Once the survey was completed I began analyzing the data. I provided Deb with reports about the most noteworthy chapter activities and about how chapter's self-reported activity data lines up with the organization of activities on our website and the sorts of information we provide to chapters. I then began to put together a summary breakdown and reports by region, just as I provided last year. These reports should be distributed to Board members before the meeting. I will also create a prose summary for the website and blog.

Respectfully submitted,
Lauren Brandeberry