

Print/Electronic Communication Committee Meeting, Spring 2013
Portland, OR March 20, 2013 Chair Glen Brewster

1. Revised Website
2. Social Media/Multi-channel Media & WORDY by Nature blog
3. Sigma Tau Delta Newsletter
4. Sigma Tau Delta Journals printing/ mailing alternatives
5. Web responsive design for mobile, video, and web analytics
6. Awards—Outstanding Literary Journal, Website, and Blog Awards:
The items below are on our Spring 2013 “Focus” list and may be continued through Fall 2013:
7. Include more discipline-specific content in Society publications and/or on the web site;
8. Evaluate current publications and policies, including the costs and potential benefits/drawbacks of electronic publication; the possibilities of increasing acceptance rates in the journals;
9. Investigate ways to improve communication with membership and make proposals to Board if needed;
10. Develop process for producing eNew feature articles

Minutes: The items above were on the printed agenda distributed at the meeting. But since the discussion at the meeting ranged over a number of topics, I am summarizing the discussion as follow:

In general, the committee explored how to encourage quality communication coming in to the organization and how to disseminate quality communication from the organization out to its membership.

Outstanding Literary Journal Awards—The committee changed the application this year to exclude repeat winners (consistent with many other awards), but we received applications from three of the winners from last year. The committee and the Central Office will try to identify and communicate with similar applications earlier in the process next year.

Outstanding Chapter Blog or Website Awards, Individual Blog Awards and Individual Website Awards (as of fall 2013 the latter two will be combined in an Individual Blog or Website Award)—There were relatively few applicants for these awards, but the low numbers were consistent with those in past years. There was discussion of how to promote more quality applications, including “tweaking” the language describing the potential content of the blogs, using eNews and blog articles to promote the awards, encouraging the newsletter to highlight past winners, and providing a feature spot on the Sigma Tau Delta website. I raised the issue of increasing the dollar amounts for the awards, but no motion was made.

Sigma Tau Delta Journals printing/ mailing alternatives—Elfi’s report noted that the changes to the distribution of the journals instituted after the fall committee meeting will result in a savings of \$15, 000.

Improving communication with the membership—Elfi pointed out new and ongoing improvements to the website and reviewed her “analytics” report on usage of elements of the website and of the newsletter. Lauren described outreach efforts through social media, including the Wordy By Nature blog, Twitter, and the STD YouTube channel (which has relatively little content at present). The committee discussed further ways to encourage greater participation in these media. Among these were developing a “social media award” to recognize contributions in newer media, a general award for recognizing excellent blog writing outside of the organization, and providing information on the website about potential uses of social media for chapters. At the Executive Board meeting, I noted that the revised “focuses” for the committee for 2013-14 should include “explore the potential for a new award or awards to recognize excellence in the use of social media” and “develop information on the website about potential uses of social media for chapters.”

Board members present: Glen Brewster, Carrie Fitzpatrick, Elfi Gabriel, Andrea Ivanov-Craig, John Kerrigan, Karlyn Crowley, Lauren Brandeberry, Joe Nelis, Allie Reznick, Jon L. Peacock.

Respectfully submitted March 29, 2013, by Glen Brewster