

REPORT OF THE COMMUNICATION COMMITTEE

I. ROLE:

- a. To facilitate communication between members on a state and local level
- b. To keep a file of international and state publications
- c. To provide information to chapters
- d. To take on projects at the request of the president

II. BIENNIAL GOALS:

- a. Continue to proofread *The Keystoneian*
- b. Expand the information posted on the State Website
- c. Expand the newsletter recognition to include websites
- d. Encourage other chapters to begin newsletters
- e. Update and print copies of the state brochure
- f. Provide news release templates online for chapters to utilize
- g. Increase presence in social media community by creating an Alpha Alpha State Facebook page
- h. Streamline and centralize other social media presences created by chapters in the state
- i. Encourage continuing education pertaining to emerging technologies at the chapter and state levels

III. ACCOMPLISHMENTS RELATED TO GOALS

- a. Committee proofread *The Keystoneian*
- b. Information has been expanded on the website
- c. Alpha Alpha State Facebook page was created and as of April 2013 has 76 members
- d. Recognition at state convention will include websites
- e. State and local newsletters have been collected and filed
- f. Both an Intro to Social Media and a How to Create Your Own Chapter Website workshops have been planned for the state convention and will be facilitated by members of the committee
- g. State brochure has been reformatted, updated, printed and distributed to chapters

IV. FOCUS FOR 2013-2014

- a. Proofread *The Keystoneian*
- b. Expand information on the website
- c. Revise the Newsletter Recognition Guidelines
- d. Continue to encourage chapter newsletter and website creation

V. RECOMMENDATIONS FOR ACTION

- a. Begin archiving all materials stored by the Communications Committee onto an external hard drive instead of the current form of paper documents

COMMITTEE MEMBERS

Katherine Chronister, Omega, Chair
Bonnie Barnes, Alpha Sigma, *The Keystoneian* Editor
Cindy Devonshire, Alpha Zeta, Webmaster
Carol Kruskie, Sigma, State Photographer
Loretta Baran, Alpha Iota
Fern Detwiler, Beta Pi
Joan Peters, Beta Rho
Kristen Reynolds, Beta Kappa
Julie Shrader, Omega
Mary VanLieu, Delta