NCTWS COMMITTEE ANNUAL REPORT – 2019/2020

Committee Name: Communications

Committee Mission: To 1) inform members, other natural resource professionals and the public about wildlife conservation and chapter activities; 2) maintain the NCTWS Chapter website; and 3) produce at least 4 issues of the NC Wildlifer annually.

Committee Chair(s): Kelly Douglass (Newsletter Associate Editor)

Committee Members: Meagan Thomas (Newsletter Assistant Editor), Rada Petric (Newsletter Assistant Editor), Susan Miller (Webmaster; Facebook Administrator; Social Media Coordinator; Logo Subcommittee), Jennifer Archambault (Facebook Administrator), Steven Ball (Newsletter Copy Editor), Gabriela Garrison (Professional Development Committee, co-chair), Jimmy Capps (Professional Development Committee, co-chair), Aimee Rockhill (NCTWS Secretary), Allen Basala, Beth Evans, Erin Binkley, Christine Fox, Caleb Hickman (Logo Subcommittee), John Ann Shearer (Logo Subcommittee), and Colleen Olenbuttel (Logo Subcommittee)

Activities and Accomplishments for the past year (annual meeting to annual meeting):

- Maintained and updated the Chapter’s website
- Maintained the Chapter’s Facebook page and Instagram account
  - Our Facebook followers increased from 458 to 545 (18.99% increase)
  - Our Twitter followers increased from 47 to 49 (4.26% increase)
  - We made 70 posts to both accounts (accounts are linked)
- Published 3 issues of the NC Wildlifer (July, October, and December 2019 – Volume 34 Issues 2-4)
  - Modified the newsletter editing team to include an Associate Editor, two Assistant Editors, and a Copy Editor, and revised Chapter procedures accordingly
  - Newsletters continue to follow the same formatting, layout, name, and general content including various articles from members, in addition to the #ExploreNC (formerly called #OptOutside) and the Did You Know? series articles, Chapter news, advertisements for special or upcoming events
- Maintained summary document of archived newsletter issues for future editors
- Maintained and operated the Chapter’s PayPal account, administered online registration for the annual meeting, and processed credit card transactions for
registration and purchases (silent auction, live auction, raffles, dues, etc.), in coordination with the Treasurer, at the annual meeting

- Established a subcommittee to explore options for creating a Chapter logo

Plans for the upcoming year:

- Continue high-quality production of the *NC Wildlifer* and maintenance of the Chapter's website and social media accounts
- Continue to assist the SE Section Rep by providing newsletter material (thru published material in the *NC Wildlifer*) for inclusion in the SE Section newsletter
- Review and revise (if needed) the Chapter poster and brochure
- Review and revise (if needed) the Chapter procedures
- Develop and administer membership survey about the *NC Wildlifer* (thoughts/opinions on length, content, etc.) and revise newsletter structure/content if needed