

**The Greensboro Association
2013 Report Communications Committee**

Linda Ely, Chair; Betsy Hunt, Web and Member records, Directory; Cilla Smith, Green Sheet Calendar; Ann Cassidy, Directory logistics; Niall Kirkwood, Newsletter; Susan Wood and John Stone, consultants.

The Communications committee is responsible for all print and online communications which are sent to the membership, including the membership mailing and president's letter in January, the newsletter in May, and the printed directory. We also maintain the membership database, the website www.greensboroassociation.org and the Greensboro Association group and page on Facebook.

Our major goals for this year were to provide a robust web presence for the Greensboro Association and to enable online communications, electronic dues payment, and migrate to a totally online member database.

- This year we maintained an online database as the primary membership and information database. We generated all mailing lists from this online data.
- This year the president's letter, the membership letter, the newsletter and the Directory were created, printed, and mailed directly from the printer. For the second year all were sent via email as well as regular paper mail, and were posted on the website.
- Electronic payment and electronic updates of member details was added to the website for the first time. 105 members paid via Paypal (19 in 2012), including about 20 new members. Membership renewal was offered both by mail and via electronic means. We received many updates via email of member address changes and additions.
- We continue to send both email and paper communications. 220 members have opted out of paper mailings. About 40 paid members do not have or won't give us email addresses. We will continue to urge the take up of electronic communication and dues payments which saves us money.
- The directory was created and edited completely online this year, then was sent in .pdf form to the printer.
- The Green Sheet was available both online and in hard copy form. We are supporting the creation of a new and improved Greensboro community calendar which will provide the backbone for the GA calendar going forward.
- We sent about 14 push emails to the membership during the year, including communications about the Public Beach, the Post Office Survey, several other general or summer news emails, the Presidents Letter and membership email, the Newsletter and several directory reminders (dues payment reminders). We welcome feedback as to the number of emails (too many? Too long? etc.)
- We are actively managing a Greensboro Association facebook page and group with information about GA activities, local organizations and businesses, and fun events.
- The Website is up and running successfully.
- The Newsletter was prepared and sent by mail and email, as well as posted on the website with links from Facebook.

Respectfully submitted,
Linda Ely