

**The Communication Committee consists of:**

Chair: Sue Kelch, University of Michigan  
Co-Chair: Ru Knoedler, University of Michigan  
Past Chair: Natalie Goodwin-Frank, Washington University/St. Louis  
Webmaster: Natalie Goodwin-Frank, Washington University/St. Louis

**Communications Committee working group members include:**

*Copy Editor*

Michelle Schoenecker  
University of Wisconsin-Milwaukee

Emily Beck  
Saint Louis University

Glenda Bullock  
Washington University

Aaron Crandall  
University of Wisconsin-Madison

Tammy Good  
Indiana University

Carole Knight  
Saint Louis University

Rick Middleton  
Central Michigan University

Kristin Nagle  
University of Wisconsin-Madison

Jeffrey Ritchie  
Aurora Health Care

Kathryn Wrench  
Oakland University

**Special Thanks to Webmaster Natalie Goodwin-Frank.** The Communications Committee would like to extend a special thank you to Natalie, for maintaining the website while she was on leave. Natalie's contributions allowed the Region IV website to continue seamlessly by posting all updates and current events.

**Communications Committee Rotation and Newsletter Editor.** This year the Past Chair, Natalie Goodwin-Frank, Co-Chair, Ru Knoedler, and Chair, Sue Kelch, have all agreed not to rotate, so as to accommodate the vacated Newsletter Editor post. Rick Middleton has shown interest and agreed to begin as Newsletter Editor

in the spring. He brings experience with proofreading, copy-editing and web content development.

Michelle, Schoenecker, Copy Editor for the Newsletter, would also like to present to the Board the idea of using an electronic newsletter that uses a vendor which allows you to choose a template to cut and paste information. This would allow easy access for the Core Committee who work together to produce the monthly newsletter. There is a monthly charge.

**New Contributors Added.** In early October an email blast went out to the membership asking for volunteers and the Communications Committee received many responses. As a result three new members have joined. We look forward to their contributions.

**Advertising in the Newsletter.** The Board has been asked for feedback and discussion regarding advertising in the Region IV Newsletter. Initial responses included questions regarding contacting and choosing sponsors and price structure.

**Website.** We are looking for someone who is interesting in either helping Natalie out or taking over for the webmaster position. This post has always been difficult to maintain, hence the accumulation of out-of-date information on the website.

In addition, there is a newly created website task force charged to improve the website. It is recommended that the Communications Committee take this opportunity to reevaluate the webmaster post and consider adding another member or forming a group with oversight given by the Chair of the Communications Committee. This group would continually evaluate and maintain the website.

**Communications Committee Structure.** Historically speaking, the Communications Committee Working Group has been a loosely organized group, with volunteers who periodically make contributions to the newsletter.

Given the additional website social platforms including Facebook and Twitter, it is recommended that the Communications Committee and Working Group be reevaluated in the following areas:

- Roles, responsibilities and guidelines for monitoring and maintaining the Region IV website for updates and content
- Roles, responsibilities and guidelines for monitoring and maintaining the Facebook page and Twitter

- Evaluate the need to pursue opportunities such as advertising and newsletter production time-savers

**Photographs.** I would like to archive photographs that have been accumulating through the years so that they are available to the membership for posterity. Perhaps make albums with descriptions/titles. If there are any suggestions please let me know.

*Submitted by Sue Kelch  
April 17, 2011*