

Ad hoc Digital Communications Subcommittee

Quarterly Report - March 2021

The newly formed *Ad hoc* Digital Communications committee first met on January 6th (virtually) and all were present. After introductions we took turns reading the Delegate's Recommendations aloud to the group. The subcommittee will take time to digest the recommendations and contemplate how to prioritize and divide up the work. Next, we considered a preliminary budget and what may be needed financially to execute the recommendations before us. Discussion took place regarding a possible redesign of the website, a new web servant, and other factors that may need consideration. A final preliminary budget proposal was submitted by January 10th.

The Chair gained access to the MailChimp Program and received an introduction and training by David M., the Public Information Committee Chair from Panel 69. Login information, password, payment details, and recovery questions for MailChimp were updated and shared securely with the Treasurer and Tech Servant.

The Ad Hoc Literature Committee provided us with Edition 3, Volume 1 of the "We" newsletter for editing and publication. The newsletter was sent by e-blast on January 29 to 1,709 recipients through the MailChimp program. 1,057 opened the email and 202 clicked the link. 6 bounced back and 2 unsubscribed.

Panel 71 members: If you did not receive the newsletter and would like to, you must subscribe by going to the Area 59 website and clicking on "Member Services." Page to the bottom and input your email address to subscribe. Please encourage other members of the fellowship to do the same.

We will be making a presentation on our committee at Share-A-Day on Sunday, February 21.

The committee plans to meet monthly on the fourth Thursday at 7pm.

Respectfully submitted by
Claire B., Chair