



Title: Communications Committee Board Report Sept. 2018

From: Kat Bunyan McClendon, Social Media; Sandra Cronk, Email; Sheena Poole, Website

Date: Nov 2. 2018

To: The Zonta International District 4 Board

Purpose of the report (please mark as many as applicable):

For Information

For Discussion

For decision

Facts (Information)

This section can contain activities since the last report, factual information to be brought to the Board regarding issues from Clubs or from Committees, other matters.

If the report is a follow-up to a previous report, refer to the date, title, and decisions of the previous report.

Initiative	Specific Actions	Highlights/Challenges
Active Website	Removal/Addition of information upon D4 committee request.	
	Posting of events on D4 calendar & "Recent News".	Highlight: clubs requesting posting on site
	New committee pages added to Resources To Add: Advocacy - 16 Days	
	Posting of D4 Board & Committee Reports	
D4 New Website Recap.	D4 as a primary and the public as a secondary audience. Empower elected officers and D4 committees to communicate and engage D4 clubs and members in their field of expertise.	An engaging and enjoyable website for the public to better understand Zonta (D4), its purpose and the local and global reach of the organization. Public promotion of D4; who and what we are, and Zonta's 100 and district wide events and activities during the biennium.
D4 New Website Development Status	95% <u>draft</u> of website Development response: 25% by committees & 0% by board.	Challenge: to have board & committees provide content for further development. Highlight: Great response by those committees engaged.
D4 New Website Communications	Email (Oct. 20 th or before) to all board & committee members of website status & WordPress email to access website.	Challenge: receiving content by D4 committees & Board to populate site.
D4 New Website Launch contingent on:	50% of Committee Areas <u>fully</u> developed. 70% response by D4 Board to populate specific content or their areas.	Challenge: without content and approval of designated areas by committees & Board the website will be further delayed in launching.

Initiative	Specific Actions	Highlights/Challenges
Email	Forward email notifications as requested to club ECP's.	Does the club ECP respond? Some do and some do not.
	Generic email addresses have been set up for board members and committee chairs and groups. Updates are up to date as changes come in.	Some people do not use these so members get missed...ie- send to communications@zontadistrict4.org goes to 3 people but sometimes we receive at one or two personal email addresses and sometimes that plus the generic address.
Social Media	Facebook Event Posting	Positive feedback from Event postings. Clubs have been complying with the brief descriptions of the Events which allows me to quickly post these while I am on the go from my phone.
Communications		
Initiate the development & implementation of a communication plan	Next Quarter	
Specific D4 Communication Tools	How to "like another Page as my Page" Ongoing posting of information	
Investigation of online meeting program for D4 board & committee use		Still reviewing, so far have examined over 20 different 'free' webinar hosting sites/apps. The most comprehensive one found so far is Zoom .

Motion
This section includes the motion (s) if any for the Board to discuss and vote on.

Rationale
This section includes the rationale of the motion

**Evaluation
(Discussion)**

As board member, and voice of Clubs and committees, express the pros and cons of the motion (s) presented.

Please be clear about:

- The challenge the proposal addresses
- Stakeholders who will benefit and how
- Added value to Zonta

**Supporting
Documentation**

List any attachments to be considered as part of this report.