

DPA Communications Committee Meeting
Wednesday, February 8th, 2023
Minutes and Outcomes

Present: Steve Garone (current chair); Margo Melnicove, Mike Margossia, Lisa Jacob, Mike Morette, Larissa Khouw

Minutes:

Results of all discussions were:

Website:

At the last meeting, Steve committed to work with Mike Margossian to change the email notification for the organization's domain name and registration to lower the risk of expiration. We accomplished this at the meeting - Steve will now be notified and his personal credit card will be used for renewals. Thanks to Jamie for sharing the login information.

Per the minutes from the committee's last meeting: Steve Garone raised his hand to manage a team going forward focused on the website. He had a short meeting with Mike Margossian and Lisa Jacobs. The next step is for Steve and Lisa to get together to discuss a new design for the website, although this is a longer term project.

Newsletter:

Ownership of the production of the newsletter was raised at the last board meeting. Since the spring newsletter is currently in production, it was decided to continue operating as in the past for this one, with the exception that the Communications Committee's newly formed Editorial Board will review and edit the newsletter prior to its release.

After the spring meeting, the Communications Committee will take over the responsibility for future newsletters.

Messaging and Integration of Communication Channels:

From our first meeting: It was generally agreed that while we have a variety of communication channels available to us, information should be integrated and coordinated across those channels. In addition, there needs to be more discipline regarding messaging.

Social Media:

From the last meeting: Mike Morette is currently our Facebook and Instagram "guru", and would like to continue in that role. He agreed that information needs to be better integrated. This committee will help make that happen.

Right now, access to our two social media accounts is as follows:

Instagram: Mike Morette

Facebook: Mike Morette, Tim Dreher, Cheryl Kreinbring

Steve will work with Mike Morette to expand access to Communications Committee members as necessary.

Annual Communications Calendar:

Per a decision made at our last meeting, Larissa Khouw is managing the creation of an “Annual Communications Calendar”. It is expected that committee and board members will help line up providers, and ensure delivery of content for all channels (social media, blogs, website, newsletter, etc.).

Prior to this meeting Larissa provided a Powerpoint slide deck which serves as a draft of the calendar. We reviewed her excellent start at the meeting, and suggested modifications, additions, etc. Larissa has update the slide deck, which will be distributed to committee and board members.

The Communications Committee will work on implementation of this plan, including a blog to be published in the March timeframe, at subsequent meetings.

Editorial Board:

From our last meeting: Steve Garone suggested, and the committee agreed, that we should have an editorial board to review and edit content, making it more suitable and effective for communication on relevant topics. The committee agreed, and Margo nominated Steve to be Managing Editor for our editorial board. That role will lead a few committee members who will also review and edit content.

It will be important going forward for all communications (including newsletter, social media, website, emails, etc.) to go through the Communications Committee’s editorial board. It will be the responsibility of the Editorial Board to support communication efforts in a timely manner, and to ensure that information and messaging are consistent, clear, and integrated across all platforms.

Education:

From our previous meeting: Since the committee has set some ambitious goals that may involve significant change in how we communicate with our members and the outside world, Lisa Jacobs suggested we develop an education plan for our board and members so they

understand where the committee is going, how it will do its work, and how it will impact the DPA.
Lisa raised her hand to own this.