



Report of the Communications Committee for the Board Meeting, December 8, 2020

At the last board meeting, we reviewed the tasks the Communications Committee listed for itself, a number of which flowed from Barry Frewer's draft strategic plan, giving priority to support for the Membership and 2023 Committees.

- uncovering and/or reporting on relevant stories in support of the Newsletter editor and for supplemental communications
- adding and updating web site content, and maintaining the site
- introducing French language elements to the web site
- consideration of how best to engage with one or other of the social media
- standardizing messaging to reinforce the Association mission. This may include things like electronic signatures for email bearing consistent tag lines like "Connecting From Coast to Coast/connexion d'un océan à l'autre"
- Support the Newsletter Editor and assist in succession planning
- Understand the various potential channels of communication to "unconnected" members

Achieved:

- French language content introduced to the web site
- Gunroom Shots launched

While the list of accomplishments is short, we believe they are significant.

We are very pleased to welcome Nick Slonosky and Daniel Haché to the Committee.

The Committee last met on Friday, November 28.

The Committee has identified a couple of potential experts who will be engaged to explore the potential of a Facebook Template – a posting Facebook board members and membership Committee "Finders" may use to trigger connections with nascent Facebook "friends".

We are developing a strategy for expanding the use of French on the web site.

We are still recruiting members in order to establish the critical mass of resources necessary to ensuring the continuity of our now two publications.

Respectfully submitted

Ross Connell, Acting Chair

Bill Clearihue	Nick Slonosky
Phil Anido	Paul Seguna
Barry Frewer	Daniel Haché