

**Publicity Report
2016 NASCOE Convention
Publicity Breakout Session
August 4, 2016
Milwaukee, WI**

The Publicity Committee Breakout session was a successful meeting with thoughtful contributions by all twelve attendees. Several items of business related to NASCOE's publicity strategy were discussed, and the committee developed one recommendation for consideration by the Executive Board.

Area Updates

Both the Midwest Area Chair, Teresa Holmquist, and Southeast Area Chair, Megan Kennedy, were in attendance at the breakout session. Teresa stated that the Midwest Area published one area bulletin in March. She also stated that their area has been successful with Facebook and that membership appreciated the NASCOE News Flash emails that were sent this past year. Megan reported that the Southeast Area enjoyed the Facebook event page for the SEA Rally. She also asked that more guidance be provided regarding the publication of area bulletins.

Newsletters

Participants discussed the effectiveness of last year's printed newsletter and feedback was generally positive. However, meeting attendees noted that the timing of the mail out was later in the year, and that a post-convention issue might be more valuable to membership by providing a recap of convention highlights and introducing newly-elected and newly-appointed members of the leadership team. The NASCOE Publicity Chair will discuss this change with Dillard Financial Solutions, who has generously agreed to cover printing and distribution costs, and work with leadership to get a printed newsletter mailed in October 2016.

Communications for the remainder of the year will be primarily through e-mail blasts and area bulletins. The committee agreed that Area Executives should be responsible for putting out a minimum of three area bulletins throughout the year with a recommended schedule of January/February, April/May, and June/July. It was mentioned that Area Chairs often need guidance and/or talking points when writing articles for area bulletins, so National Chairs will be encouraged to hold conference calls with their Area Chairs that align with publication schedule of area bulletins. All area bulletins as well as a digital version of the printed newsletter will be posted to the NASCOE website for review by membership across the country.

Email Database

The email database that was started last year contains a little over 60% of members' home email addresses. The survey link will be pushed out after convention with the hope of increasing this percentage. The database has been used several times over the past year, and members seem to appreciate this method of communication. However, the current process of updating the contact list in the email software and creating and distributing an email is very time-consuming. The NASCOE Publicity Chair will continue to research other methods of mass email that are both efficient and affordable so that NASCOE can rely more heavily on this database to distribute information to membership.

Website

The new NASCOE website has been online for about 10 months. Because it is a new format very different from the previous website, some members have struggled to navigate the new website and locate certain files and/or information. Others, however, have expressed appreciation for the “blog” style and mobile-friendly format. The National Publicity Chair asked that Area Chairs encourage all members to subscribe to website update emails by clicking on the “Follow” icon at the bottom right corner of the website. If the website’s list of followers can be grown significantly, online posts could be used in lieu of the mass emails through the database to distribute information to members more efficiently.

First Timer’s Contest

This past year, the Publicity Committee implemented the first annual First Timer’s Contest to offer one member from each area a \$500 scholarship to attend their first national convention. While participation was low, the winners were very excited to attend and indicated that this experience has motivated them to become more involved in their state associations. The committee was encouraged by this response and will continue this contest in the coming year. In the future, winners will be required to write a follow-up article detailing their convention experience, which will be used in area bulletins and/or posted on the website. The committee hopes that this will encourage other members to participate in the contest in subsequent years.

It was noted that the Midwest Area winner, Amanda Morgan, was unable to attend the convention due to a sick child. The committee requests that the \$500 be reserved for Amanda so that she can attend the 2017 NASCOE Convention in St. Charles, Missouri. Because the funds will be carried over from the current budget year, this will not affect the opportunity for another contest winner from the Midwest Area to receive a \$500 scholarship and also attend the 2017 convention.

Following discussions detailed above, the committee drafted the following recommendation and respectfully submits it to the Executive Committee for consideration:

Recommendation #1

The Publicity Committee recommends that Area Executives be required to distribute a minimum of three area bulletins throughout the year. Because a printed newsletter will be mailed to county offices in October 2016, the recommended schedule for area bulletins is January/February, April/May, and June/July. National Committee Chairs will be encouraged to host conference calls with their Area Chairs to provide guidance for writing articles so that information distributed in the bulletins is consistent across the nation. Both the printed newsletter and all area bulletins will be posted to the NASCOE website.