

Communications Committee 2016 Report

Our main project for 2016 was producing a new website and logo for NYSALM. We had convened a Task Force of myself and three other dedicated members in February to search for website and logo designers. We solicited suggestions from the membership and asked for proposals from many designers. We eventually selected Flourish Designs as both the web and logo designers based on their excellent proposal and competitive price. We began working with them on timeline in June, and in July a reconvened Task Force of myself and seven members began working in earnest on the project. We worked intensively until the site and logo launched in early September. We are very pleased with the final product!

We produced some merchandise featuring the new logo for the annual meeting, including vinyl tape measures, canvas tote bags, and pens. We will continue selling this merchandise next year as well as hopefully adding a new item or two.

Aside from these major projects, we also continued to maintain NYSALM's social media (Facebook and Twitter) and launched an Instagram account. We will be working on optimizing these platforms next year. We also maintained NYSALM's email and kept the membership informed about happenings at Board Meetings via the quick-e news.

In the coming year, we will be continuing our rebrand with the new logo and colors, improving and expanding NYSALM's social media presence, SEO optimizing the website, blogging Call the Midwife, building a digital archive of NYSALM materials, and (potentially) launching a podcast, as well as continuing our basic functions of keeping the membership up to date and managing NYSALM's email account. We look forward to these exciting projects!

Respectfully submitted,
Rachel Ritter, LM, CM
Chair, NYSALM Communications Committee

