

Communications Committee

Meeting Minutes

Date: June 10, 2024

Time: 12:00pm EST

Room: Zoom

Present: Grant Bishop; Linda Johns; Marie Horner, Christine Wicks; Mike Page

Discussion Topics:

1. New Chair Election – the committee members elected Christine Wicks as the new chair taking over for Mike Page as he rotates out of the responsibility. To her credit, Christine expressed interest in acting as chair several months ago and the committee was happy to see her accept the responsibility.
2. Organizing current information – meeting minutes & presentations – there was considerable discussion on this particular issue. During the May BOD meeting a few board members stated interest in some reorganization of the website to simplify searches for documents and issues that ASPCRO is currently working on as well as documents on historic documents. More clarification/details are needed by the board to ascertain precisely what that reorganization might look like. However, simple fixes may be possible by simply changing the name of a webpage that may be accepted as more intuitive for those searching for documents of interest on ASPCRO’s website.
3. New additions to the website – Sponsor’s Donation Section –The committee took a brief tour of the website noting the new additions recently made to the website including a new section where meeting sponsors could contribute directly to ASPCRO financially and the updated SF marquee. Additionally, the issue of updating the Hot Topics page was mentioned and the committee was shown how it is currently organized for easy access in a few clicks. Strategy for webpage setup was also briefly discussed.
4. Updating website photos – the need to update website photos was discussed. It was stated that the photos that are currently being used came from Depositphoto.com and have been on the site since it was first set up (circa 2019). Therefore, it will be necessary to have a subscription given ASPCRO is considered a “business”. Although there are discounts for non-profit organizations, ASPCRO will still be required to pay the fees for whatever company they choose as a source of website images.
5. Next Steps
 - All BOD members can make suggestions for upgrades and updates for the website so soliciting suggestions should be a function of this committee. In addition, establishing priorities for information communicated via the website is a Board responsibility.
 - A higher level of committee involvement in the design and organization of website content will be discussed at future meetings. As training for the new Executive Secretary continues these updates will be easier, but it is also important that some

committee members might also be able to provide easy updates to the website. More discussion is required to ascertain the mechanism for this participation by committee members.

- The committee agreed to hold a meeting during the 2024 Annual Conference at 8:00am to discuss priorities and organizational design for the website.