Kammie Richter:

My only suggestion is that when we do add emails, is that they are embedded. I do not know how to do that, but will learn by the time our next issue comes out! I was told by international it is a requirement!!!! No addresses or phones and emails have to be embedded!

There is a huge issue with embedding emails in any document (it will be in this summer issue) I send out to members online. We are to have them behind a password. Bev was always against passwords, but I believe Rene has set one up for the Newscaster so I do not have to create a separate version removing all emails. International is adamant about this, and Teresa Cowan has been telling me how to proceed (as she receives each of the Newscasters so she knows what we do and lets me know how to do it correctly), although I do not want to step on Joan's toes.

I suggested we remove the page with our emails on the hard copy, and Joan suggested we email each member a digital version, plus snail mail the others. I do not believe that is a good suggestion as it will cost more money and is not efficient. Anyone who already has an old issue knows our emails. How often do we receive emails from those we are not in contact with on a weekly basis?

Teresa has suggested the following things to me. There is more online for adapting to the website for each state, but here is what she told me for now. I was hoping you could help me convince the others this is the way to go.

From Teresa:

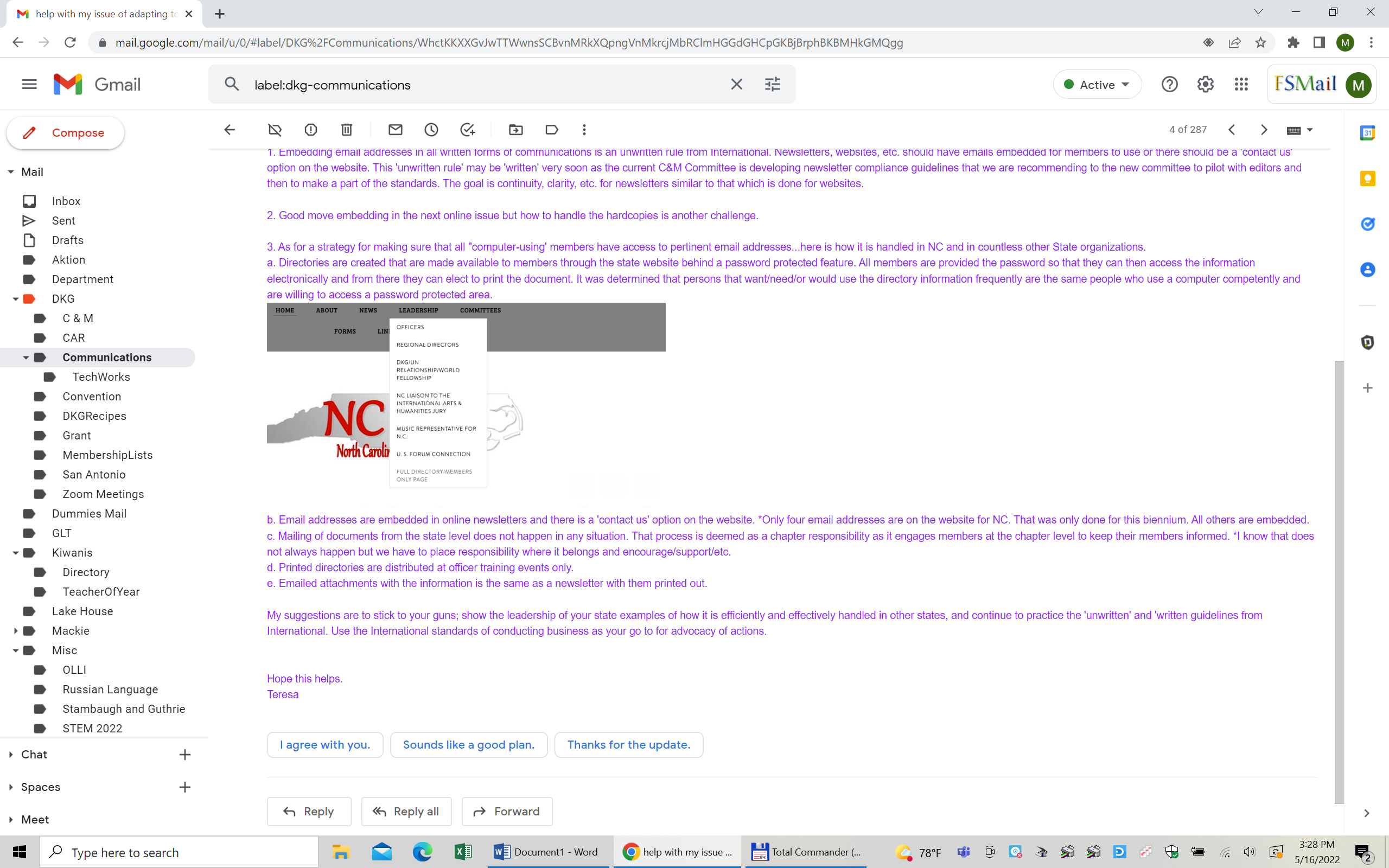
I will try to address each point with my limited and at times unhelpful insights.

1. Embedding email addresses in all written forms of communications is an unwritten rule from International. Newsletters, websites, etc. should have emails embedded for members to use or there should be a 'contact us' option on the website. This 'unwritten rule' may be 'written' very soon as the current C&M Committee is developing newsletter compliance guidelines that we are recommending to the new committee to pilot with editors and then to make a part of the standards. The goal is continuity, clarity, etc. for newsletters similar to that which is done for websites.

2. Good move embedding in the next online issue but how to handle the hardcopies is another challenge.

3. As for a strategy for making sure that all "computer-using' members have access to pertinent email addresses...here is how it is handled in NC and in countless other State organizations.

a. Directories are created that are made available to members through the state website behind a password protected feature. All members are provided the password so that they can then access the information electronically and from there they can elect to print the document. It was determined that persons that want/need/or would use the directory information frequently are the same people who use a computer competently and are willing to access a password protected area.



b. Email addresses are embedded in online newsletters and there is a 'contact us' option on the website. \*Only four email addresses are on the website for NC. That was only done for this biennium. All others are embedded.

c. Mailing of documents from the state level does not happen in any situation. That process is deemed as a chapter responsibility as it engages members at the chapter level to keep their members informed. \*I know that does not always happen but we have to place responsibility where it belongs and encourage/support/etc.

d. Printed directories are distributed at officer training events only.

e. Emailed attachments with the information is the same as a newsletter with them printed out.

My suggestions are to stick to your guns; show the leadership of your state examples of how it is efficiently and effectively handled in other states, and continue to practice the 'unwritten' and 'written guidelines from International. Use the International standards of conducting business as your go to for advocacy of actions.

Hope this helps.

Teresa

Joan Rog:

Here is an email address for the TN webmaster, Sherrie Collins -

[collins.sherrie@gmail.com](mailto:collins.sherrie@gmail.com).

Kammie Richter:

I thought I would share this information with you. Note the underlined and red underlined areas.

I am given a list in order that I send the *Newscaster* to a group of editors given to me in a list from International.  The chair of C & M, Teresa Cowan, who presented the session on copyright in San Antonio, has kept me abreast of changes we as editors should be doing.

I plan to embed the emails of Bev and Susan, which are the only two I see, in the upcoming *Newscaster*.  I had asked her what to do about the hard copies. I had eliminated the page containing all of our emails. So, if you read below, and then read it again, it describes what we should be doing.  I know I have been told before that they cannot mandate it, but certainly want us to be aware of what they would like to see. There is also to be a connection between our website and that of International somehow, but I have enough to deal with on this. So please read all the information below, and then let me know how we can approach a better way to do these things in Illinois for the future.

Thanks,

Kammie

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Nancy Hogan:

Someone mentioned how can we link things so that updates can be made automatically more than one place, etc.

Here is the yearbook I made.  Every file is in a chapter drive that all officers and committee chairs have access to.  We had to make an agreement on who can delete or move things, but it has worked out.  As long as the updated files go into the same folder as the old version, the links never quit working.

We have had one goof that just happened.  I used to do newsletter, yearbook, newscaster blurbs, membership lists etc. and I finally said after 12 years....someone has to do this.  I only do yearbook at this point, but the other things were taken over by 4 people and we have seen how it takes the extra step of planning so that nothing gets deleted.  websites can work this way too....kind of...just different details.

<https://drive.google.com/drive/u/1/folders/1YqsKRmcA7Hs0N83-rBRJhu3uVqsgEuhP>

Members have a link in the newsletter that they click to access the yearbook.  All is PDF.

So members could click members and depending on how much drop down info. we want, we have other options to make the information less wordy.