



## **Communications Oversight Commission and Editorial Board REPORT ON GOALS & OBJECTIVES – JUNE 2014**

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The COC had a successful year and completed a number of goals set for 2013-14. The commission met monthly to discuss content items for publication in the Association's newsletter, *ACCCA Reports* as well as legislative and other communications to our members. The COC followed the STRS issue closely and worked in conjunction with the CFLA to send out timely alerts to the members as well as create a specific page on the website dedicated to STRS Coalition information and supporting documentation.

### **Member Recruitment**

- The October Member Recruitment drive was one of the most successful the Association has seen. We changed the look and feel of the home page on [www.accca.org](http://www.accca.org) as well as social media for the month of October to incorporate slides with images of our members. We wanted to give our members a "face" on the website and put them front and center. A new membership brochure was created with more generic graphics (rather than a brochure that is specific to the conference theme.) This will save money on design costs going forward so we aren't creating a new membership brochure each year.

### **Website Forms & Templates**

- A uniform look and feel was created for all online forms for event registration. New templates have been created to simplify the process of online registration so we can modify existing forms each year rather than creating a new form each time we have an event. This will save time and resources.

### **Newsletter**

- *ACCCA Reports* moved to six bi-monthly issues of the newsletter in June of 2013. We successfully published six issues over the last year focusing on our members, affiliates and in-depth articles to engage our readers.

### **Salary Survey**

- Working with our current vendor Interact and obtaining a second proposal from Clarus Corporation, we will have a recommendation to the Board for the Salary Survey to re-launch the survey questions in October 2014. By moving the data collection to the fall, we are hoping to increase participation.

## **Advertising**

- A new advertising rate sheet was created and launched in January 2014. Business Members and potential vendors can purchase newsletter advertising as well web banner advertising on the ACCCA website. The ACCCA website template was modified to allow for web banner advertising on all pages of the website.

## **Business Member Benefits**

- The plan to develop and update Business Member Benefits and Cost Alignment to increase interest in ACCCA by potential new Business Members and better retention of existing Business Members will carry over to the goals for 2014-15. Now that the Membership Dues Adjustment is complete, we can focus our efforts on the Business Membership and adjusting structure as needed.

## **2014-15 Meeting Schedule**

- |                     |                   |                 |
|---------------------|-------------------|-----------------|
| • July 2014         | <i>No Meeting</i> |                 |
| • August 1, 2014    | 11:00 a.m.        | Conference Call |
| • September 5, 2014 | 11:00 a.m.        | Conference Call |
| • October 3, 2014   | 11:00 a.m.        | Conference Call |
| • November 7, 2014  | 11:00 a.m.        | Conference Call |
| • December 5, 2014  | 11:00 a.m.        | Conference Call |
| • January 9, 2015   | 11:00 a.m.        | Conference Call |
| • February 6, 2015  | 11:00 a.m.        | Conference Call |
| • March 6, 2015     | 11:00 a.m.        | Conference Call |
| • April 3, 2015     | 11:00 a.m.        | Conference Call |
| • May 1, 2015       | 11:00 a.m.        | Conference Call |
| • June 5, 2015      | 11:00 a.m.        | Conference Call |