

# USMS Convention—Atlanta, Ga. 2008

<b>Committee Name:</b>	Publications Management	<b>Session #:</b>	1/1	<b>Report #:</b>	1/1
<b>Committee Chair:</b>	Heather Hagadorn	<b>Vice Chair:</b>	Lynn Hazlewood		
<b>Minutes recorded by:</b>	Heather Hagadorn	<b>Date/time of meeting:</b>	9/25/08, 4:00 PM		

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## Action Items:

1. None

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<b>Number of committee members present: 9</b>	<b>Absent: 2</b>	<b>Number of other delegates present: 11</b>
<b>Committee members present (list all, including chair and vice chair):</b>		
Christine dos Santos, Jeanne Ensign, Heather Hagadorn, Lynn Hazlewood, Allen Highnote, Raena Latina, Ray Novitske, Meg Smath (Ex-O), Bill Volckening (Ex-O)		

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## Minutes

The meeting was called to order at 4:03 PM

1. **Committee Goals for 2009.** The goals below support the work of the Branding Task Force and also support the Cohesive Communication plan as described in the executive director's Vision and Action Plan document (August 22, 2008, page 7). The major focus is providing the best method to deliver information that matters to our members by supporting a unified communication platform, including the consolidation of the website and magazine efforts.
  - Develop a plan for distributing the magazine to new members
  - Develop a strategy for managing, adding and scheduling web content
  - Measure customer satisfaction:
    - i. Create a survey to ensure/determine/validate if our current goals for the magazine and web match the needs and priorities of our members
    - ii. Create a plan for a regularly distributed (web based) customer satisfaction survey
  - Determine a method for supplying USMS news, tools or useful information electronically (such as RSS feeds) to websites for LMSCs, clubs and workout groups.
  - Create a strategy for delivering content to members via targeted emails.
  - Create a plan for monitoring the discussion forums
  - Work with the recommendations made by the branding task force to plan and implement the USMS brand.
2. **Magazine/Web Survey.** A task force will be created to define the goals and objectives for the magazine/web survey. Input will come from the committee. The general areas guidelines are:
  - Determine a method for distributing, collecting and reporting the data
  - Distribute the survey to current members only (a method to ensure one response per member will be determined)
  - Focus on subject areas related to the goals listed in #1, above
  - Measure customer satisfaction regarding other items such as navigation of the magazine and website, timeliness of content, and the appropriateness of content. Determine if we were successful at delivering the most desired content as a result of the 2006 survey.
  - Hire a professional who specializes in surveys to develop the questions and implement the survey.

3. **Web Content Management.** The following plan was recommended:
  - Update and establish a current list of contacts for web content
  - Schedule and communicate deadlines to key content deliverers
  - Create a method to easily report and sort deliverables, deadlines, contacts
  - Create a method for alerting contacts of their monthly deadlines, ensure there is a follow-up process
  - Determine a method for listing and including the administrator responsible for posting content to the alerts and follow-up process.
4. **Overview of the magazine** – see attachment
5. **Magazine House Ads** – A request was made to solicit help in the creation of a plan for House Ads. Two volunteers stepped up and will be contacted by the committee in the very near future.
6. **Publications Management Policies** – The updated document was passed to the committee members. It was MSA to approve the Publications Management Policies as Amended.
7. **Other** – the following were also discussed:
  - One of the meeting attendees volunteered to help with the Forum monitoring plan. That attendee will be contacted by the committee chair for next steps.
  - Additional/general purpose photos of high quality are often needed for the magazine. A recommendation to set up a digital catalog was well received and further planning will take place to manage that task.
  - A recommendation was made to establish a review process for web content, style and readability. The committee will look into the process for managing this task sometime after the branding task force has delivered its full plan.

The meeting was adjourned at 5:30 PM

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