



BOARD REPORT

Northeast Region Board Meeting

Fall FY'12 –Nov. 5, 2011

DATE: Oct 24, 2011

TO: Northeast Region Board of Directors

FROM: Edward M. Healy, RA, FCSI, Emeritus, CDT

SUBJECT: Report of Publication Committee

A. Report INTRODUCTION The Publication Committee Chair AKA The Bridge Editor reached out in the summer issue of the Bridge to Chapter Presidents for contact information on their members serving on the NE Region Publication Committee for FY 2012 and their term limits. Through the medium of the Bridge the Publication Committee will be seeking to improve communication efforts of the Region for the benefit of the organization, its membership and the industry.

B. The Report

1. Summary of activities since last report: The Spring and Summer issues of the Bridge were combined as a Summer FY2012 issue and distributed by Email to Chapter Publication Committee Chairs, Chapter Presidents and Chapter members of the Region Board. Further distribution to chapter members and area Members without chapter affiliation was requested. All Issues are posted on www.neregioncsi.org in the region library.

2. Status of current programs:

a. The Bridge - We anticipate publishing the Bridge quarterly on the first day of each of the 4 seasons. We welcome suggestions for focus areas of future issues. Communication is a two way street and we are looking for copy from each Chapters Communicators about the beginning of the month that the seasons change. On that schedule our next issue will be December 22 with copy due December 1. We are on the distribution list for chapter newsletters from about 50% of the chapters. Each chapter should have a communication vehicle and we assume that some have yet to add us to their distribution list.

b. Other Communication - Communication with us from each chapter Editor, Webmaster, Publication chair, and/or Electronic Communication chair outlining their specific communication efforts would benefit Region communications and build member value. Those efforts can take many forms recognizing that all types of communication have member value. Our members now communicate in ways that were unknown to previous generations. Effective communication requires that their ways become our ways or the message will be ignored. Effective communication also must keep in mind that most members are limited for time. A brief monthly communication to chapter members has value.

c. Region Websites – Communication starts with the new Region Microsite which makes use of content obtained from the institute's website. The "Old" Region Website continues to be the repository for information generated by the Region and its chapters. For the near future that situation will continue until the Microsite accepts data the region finds valuable.

3. Problem areas: Chapter Communication should not be a one person program. An Outstanding chapter should have all areas of activity contributing to its communication efforts. Those efforts should take as many forms as necessary to reach out to other area industry organizations. Each Region Board member is a communication agent between their chapter and the Region. How

well each of us performs in that capacity will determine how much value the region can provide to chapters and their members. How well we communicate our chapters' desires for region actions will determine how region resources are applied to generate member value. The NE Region and its member chapters have a way to go to communicate at the level that success demands. The Institute's Outstanding Chapter Commendation contains the following criteria on Communication

- a. Chapter communicated to members a minimum of 6 times during the fiscal year in the form of email, newsletter, and etc. regarding Chapter events and other CSI related information. (Pre-requisite Core Criteria)
- b. New members were recognized in newsletter, website, or other communication. (1 point)
- c. Member anniversaries and milestones were recognized in newsletter, website, or other communications (1 point)

4. **Success stories:** Success is gained by application of constructive thought to resolution of a situation. In that respect all Publications/Communications are an evolving attempt at achieving success. I lobbied strongly for the creation of Virtual offices on the NE Region Website. They sit in many cases unused and in other cases so bulging with material that they intimidate use. We have had some recognition of the Bridge's impact in improving communication but almost an equal amount of constructive criticism that we repeat material. We will seek greater success by exploring facilitated browsing and links to additional material. The Bridge should have secondary distribution to chapter leaders by those receiving it initially. We would consider requests to add additional interested individuals or groups to the distribution list.

5. **Schedule of activities prior to next Board Meeting:** Here's my plan ...

Get out the Winter 2012 issue after the November Board meeting and before winter begins December 22. We would like to focus on Chapter Best Practices that enhance member value to do that we will require input from Chapter communicators. We have a partial list of Chapter Publication Chairs, Newsletter Editors and Webmasters that covers all 15 Region chapters which we will verify. I'm at ehealy@townisp.com and I'm holding space so communicators can let me know what they're doing in the way of communicating.

6. **Changes in Chapter Membership since last report:** NA

C. Suggestions for the benefit of the Region

1. Develop member personal profiles that would facilitate matching member's skills and interests with volunteer assignments and mentoring contacts to develop interests into skills and then polish those skills in volunteer positions. Wouldn't it be great if all our chapter communicators started this ball rolling by sending their personal profile to The Bridge Editor?
2. Position *STILL* open as Associate Editor of the Bridge for a member interested in development of skills in the use of semicolons, metaphors, acronyms, and the use of audacity as a volunteer motivational device. No heavy lifting is involved.

Respectfully submitted;

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END OF REPORT

Cc: Region Secretary
NER Webmaster