

# BOARD REPORT



## Northeast Region Board Meeting – November 3, 2012

**DATE:** Oct 17, 2012  
**TO:** Northeast Region Board of Directors  
**FROM:** Edward M. Healy, RA, FCSI, Emeritus, CDT/ Publication Committee Chair  
**SUBJECT:** Report of Publication Committee

### A. Report Summary

1. **Insanity: doing the same thing over and over again and expecting different results. Albert Einstein** Somewhere in the process of collecting copy for what was to be the 2012 fiscal year end issue of the Bridge I came across that quote, slapped myself upside the head and muttered, “Right on Al.”. We’re into Audacity not Insanity and since the Bridge was not improving communications it should be retired. We will spend the remainder of our time as chair of this committee attempting to communicate differently with more positive results.

### B. The Report

1. Summary of activities since last report: On Dec 21, 2011 as the Bridge editor we put out what will be the last issue formatted as the previous four issues.. Our efforts to promote communication in the NE Region were for the most part consistently disappointing.
2. Status of current programs: Although as The Bridge Editor we’re now on hiatus, we will continue efforts to improve communications by researching present efforts of the Institute and similar organizations. That research would seek to identify effective communication processes in today’s time challenged, sound bite centered business world.
3. Problem areas: Issues identified in our Publication Committee report at the Spring 2012 Board Meeting remain unresolved. .Principally they originate from a lack of effective volunteer action in identification and achievement of goals
4. Success stories: With a little help from our good friend Al we finally recognized that The Bridge was not achieving the results expected and decided to seek a more effective direction ..
5. Schedule of activities prior to next Board Meeting: Conduct research on effective communication at the Institute, other CSI regions and chapter levels.
6. Changes in Chapter Membership since last report: N/A

**C. Best Practices to share with the Region**

1. The Outstanding Chapter Commendation identifies the following communication Best Practices. Chapters should recognize and practice them.
  - 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 (1 point)

**Respectfully submitted;**

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**END OF REPORT**

Cc: Region Secretary