

PFLA's Communications Committee was formed as a new committee in the summer of 2020 and started meeting that fall. We generally meet the second Wednesday of each month via Zoom and email/hold additional meetings as needed.

Members and responsibilities:

- Brenda Lange, chair, LRP liaison, Anniversary Committee liaison
- David Zimmerman, website oversight
- Liz Malantonio, website calendar, Anniversary Committee liaison
- Carol Ashton-Hergenhan, email manager (PFLAinfo@yahoo.com), editor of *The Spray*, LRP liaison, PFLA Fund liaison
- Royal Olson, Member Directory/database, Facebook (vets new member requests and posts PFLA-specific messages)

Accomplishments to date:

- Update of Member Directory ... change from Word document to database. The official directory (PDF) on the website will be updated as any changes are received; a complete update will be posted and advertised to the membership once a year, after the June meeting. www.pfla.org member password: PFLA2020
- Review and update of website
 - Revision of pages that were re-written specifically to meet requirements of the pandemic summer
 - Addition of Bulletin Board
 - Consolidation of boxes within the member page; review/revision of their contents
 - Update and linking of Google calendar
 - Update of all sections completed by the end of summer 2021
- Review of Facebook policies; change to private site
- Reorganize and streamline the Association seasonal newsletter, combining the "Spritz" and "Spray" into one weekly edition called *The Spray*. The goal is to lessen the amount of content within each week's publication while driving readers to the website to become accustomed to using the links and the site.
- Work with Anniversary Committee on the 100th Anniversary book; communication with other committees and members as needed
- Work with Long-Range Planning Committee to help develop committee guidelines that will be shared with membership

Goals and work-in-progress:

- Write Association-specific communication policies; review manual/bylaws for inconsistencies and work with Board to revise as needed
- Write formal procedures for Communications Committee
- Work with Board to improve/increase intra-committee communication