



D4 COMMUNICATIONS CHAIR DISTRICT 4 BOARD REPORT

SEPTEMBER 19, 2020

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| From: | D4 Communication Committee |
| Date: | September 8, 2020 |

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| Facts (Information) This section can contain activities since last report, factual information to be brought to the Board regarding issues from Clubs or Committees, other matters. If the report is a follow-up report, refer to the date, title and decisions of the previous report. |
| Zonta International redesign website - D4 website does not align to ZI. |
| Consider switching online meeting application from GoToMeeting to Zoom and the end of the license agreement in February. If area workshops or district conference are to be conducted online Zoom will offer breakout groups option not available with GoToMeeting application. |
| D4 Communications will be defining submission deadlines and frequency of E-News distribution. |

For September’s D4 Board Report, please submit the following information if applicable.

- Have you met with your committee? Several email communications.
- Club Activity – Have you met with Club Chairs? No.
- Supporting Documentation (List any attachments to be considered as part of this report.)

| Names of Committee Members Club | Club |
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| Sandra Cronk | ZC of Hamilton 1 |
| Alice Tyler | ZC of Hamilton 1 |
| Kathryn Bunyan McClendon | ZC of Niagara Falls, NY |
| Sheena Poole | ZC of Woodstock |

| Goals of Your Committee for the Biennium | Objectives |
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| Website | |
| 1. Redesign website to align with ZI | Launch date expected Sept. 19, 2020 |
| 2. Website is offer district clubs & members access to district resources & ZI. | Locate resources easier |
| 3. Means of promoting district, club & members. | Continue to post content from clubs & committees. |

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| Online Meeting Application | |
| Use GoToMeeting for district board & committee meetings. | |
| Allow access to clubs if they are financially unable to purchase or if need is infrequent. | |
| Email | |
| 1. Set up generic email address forwards to all new officers, ad's and committee chairs and members. | To facilitate communication with D4 members and D4 board and committee chairs. This has been completed. |
| 2. Set up generic email groups- clubs@zontadistrict4.org , board@..., presidents@.... Etc. | To facilitate email communication to specific groups in D4. Some groups have been set up. More can be added as required. |
| E-News | |
| Goal is to train Alice to produce ENews (succession planning) | In progress. |
| Update the database of current D4 members with input from ZI and clubs. | Very slow progress so far. Still using old data base. |
| Encourage members to read, open, engage with ENews. | Better engagement assists with retention, especially in these trying times of no face-to-face meetings. |
| Social Media | |
| Create more quick videos on various online and social media subjects (e.g. scheduling posts on Facebook for 16 Days of Activism) | |
| Researching adding a LinkedIn account to District | |
| Create a listing of Social Media used by all clubs | |

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| Highlight/Challenges (these are your observations) |
| Website: directing membership to use the website. |
| Social Media: making clubs comfortable using Social Media effectively |
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| Supporting Documentation (list any attachments to be Considered as part of this report) | |
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