

Outreach and Communications Committee of the Waterbird Society

2014 Annual Report

Membership:

Nellie Tsipoura, NJ Audubon (Nellie.tsipoura@njudubon.org) and Patty Szczys, Eastern Connecticut University (szczysp@easternct.edu), co-chairs; Susan Elbin, Andy Bernick, Francie Cuthbert, BA Schreiber

This committee welcomes new members; those interested in serving should contact the chairs.

2013-2014 Committee Activities:

This committee meets by email and phone as needs for web page updates arise.

Both Nellie and Patty made updates to the web site as needed. Generally, we are able to make adjustments and additions quickly.

Updates included working with Stephanie Jones, Editor of Waterbirds, to post journal table of contents; posting information about the annual meeting; and regular updates to pages related to grants and awards and news.

This year, Patty worked with Chris Custer and Maine Hosting Solutions to enable abstract submission and registration functions for the Annual Meeting. Several issues arose during this process, but it worked well and we anticipate making further improvements to functionality and ease-of-use for our next meeting.

2013-2014 Proposed Work of the Committee:

This committee will continue to update web page as needed and will specifically undertake a comprehensive review of all pages and links to be certain material is current and working as expected.

We request input from the Council and Chairs to update and expand the content of our various webpages. We had started to develop training materials on WordPress use and will continue this process so that any Chair or Council member who is interested can take on independent responsibility.

We would like to have a more user-friendly brochure template so that we may easily add translations to new languages. Editing the Spanish version this year has proven difficult.

Requests for Council Action:

No specific action items, but we would like to put out a request to the council to provide materials to improve the website. The overall structure exists but much of the site is now outdated and could use some newer (and more exciting) information about our Society.

Specifically, we would like to draw attention to the success of annual meetings shortly after- including student awards, important council decisions, and the social events highlighting the local host.