

April 8, 2017

Dear JASNA Puget Sound Region members,

I'm writing to update you on the status of our region communications going forward. You will recall from earlier emails and meeting updates that the position of Newsletter Editor is unfilled. This served as the catalyst for the formation of a Communications Workgroup to examine our entire communications strategy and form a strategy for the future. The workgroup met following our February meeting and developed the following recommendations:

- Newsletter: The Jane Austen Times bimonthly newsletter served in the past to communicate meeting reports, advertise new meetings, share photos and stories, and publish articles submitted by members. In light of the vacant newsletter editor position, these communication needs will be managed by:
  - Meeting announcements will be sent via email to all regional members (managed by Program Directors)
  - An annual journal will be produced to highlight member submitted articles (managed by an Editorial Board )
  - Increased use of Facebook to post photos and meeting schedules (shared responsibilities)
- Web site: <http://www.austenps.com/> We recommend a thorough analysis of the design and infrastructure for the web site. This requires a volunteer to support the web site manager. (Agnes to serve as initial POC)
- Social Media: JASNA Puget Sound Region Facebook Page will be used to also post photos and meeting reminders.
- Email: Listservs = Announce and Chatter. JASNA sends updated lists of regional members each month, these will be updated on our listservs
- Branding: Standardized theme and "look" for all online and printed materials, a logo, a typestyle, letterhead, etc. A new logo will be produced, with consistent branding across all materials.

Signed,  
Agnes Gawne  
Regional Coordinator