



## APSE Communication Committee Update – January 2010

The Communications Committee continues to work on improving communication between National APSE and the membership. The website has brought new features and hopefully easier accessibility related to finding what you need online. One new feature that should help you access membership information is an online request form to receive your username and password via e-mail! So, if you go online and can't find your membership card, you will be able to have this e-mailed to you from the APSE membership database. Another new feature is a link to the APSE Facebook Page, Twitter and LinkedIn from the homepage. Hopefully, this will get all of us to communicate better with each other and share information. We also have an online store where you can purchase APSE items such as bumper stickers and hats as well as materials to make your job easier.

We recently sent out a reader survey to find out what members wanted to see in the newest APSE Publication, APSE Connections. Members said that they wanted articles that would help them in the field – they are looking for a “How to” rather than research. We are in the process of reviewing the topics to come up with our APSE Connections article themes for the next twelve months. If you are interested in writing an article for APSE Connections, please contact Jenny Levett at National APSE via email [jenny@apse.org](mailto:jenny@apse.org) or 804-278-9187.

The Elections process for APSE has not changed or been evaluated for quite a while. With the advent of technology and changes in board, leadership and staff, the Communications Committee felt it was time to take a look at our process. Recognizing the importance of a balanced board and a fair avenue to elect the board, the Communications Committee recommends to following:

- ✚ Announce a Call for Nominations by January 31 annually.
- ✚ The Communication Committee will prepare a ballot for distribution to the membership by February 28 (29) annually. Distribution should be via e-mail and regular mail. Members should also be able to vote on line.
- ✚ Votes should be collected and tabulated by March 31 annually
- ✚ If you do not have an email address, a paper copy will be mailed to you. If you have moved recently, please verify your contact information in the member section of the APSE website.

## Comments from Members:

*"I am a Wisconsin APSE member and I wanted to let you know that I have noticed a very positive and professional change to the way National APSE is communicating with its members. I have also been very impressed with the look and tone of the web site. It is a welcome change and much needed. As non-profit organizations, we don't need to look, act, and feel like paupers especially when we are working with business. The equal partner status is a nice change. To all your staff and you, keep up the good work!"*

Tammy Hofmeister, Proud APSE Member

***If you have received JTPR and APSE Connections, how helpful is the new APSE Connections insert?***

- ✓ *The partnership is a great addition to the APSE member benefits and a great selling point when recruiting new members. Not sure the APSE connection is all that important when we get the APSE advance anyway.*
- ✓ *Great info! Loved the ticket resources*
- ✓ *Allows one to have all the information in one news forum.*
- ✓ *Love having it right there at my fingertips. It's just a click away. Very convenient.*
- ✓ *Both have always been a valuable resource, so it's great to now be included together.*
- ✓ *The information has a good mixture of philosophy and pragmatics*
- ✓ *Information is valuable to make decisions.*
- ✓ *Thus far, the JTPR & APSE Connections had beneficial articles.*
- ✓ *I enjoy reading stories of success.*
- ✓ *There is always good information - even if you have heard it before it is good to hear again - I like it and use it to train my staff.*
- ✓ *Love any additional information*