



***Inform/*communications Task Force**
Preliminary Report
AUG 2024

Agenda

I. Findings

II. Recommendation

III. Next Steps

I. Findings

- Lack of interest in *Inform* Task Force participation
 - Of almost 20 attendees at the Task Force Kick-Off Meeting in June 2024, only 4 total volunteered to oversee research and smaller work groups for *Inform*, suggesting a lack of interest in the publications current and future status.
- Loss of profit for AIA VA Chapter
 - Based on data collected on *Inform*, the publication is currently not profitable for the chapter.
- Low or incorrect data collected on *Inform*
 - All data or metrics collected on *Inform* over the years has been generally low, or inaccurately documented:
 - If low, suggests lack of readers or subscribers to the publication.
 - If inaccurate, suggests lack of participation from AIA VA to document.
- Purpose of *Inform* serves as another form of Newsletter for the AIA VA Chapter
 - Suggests duplicated efforts in delivering information to members.

II. Recommendation

- Based on the mentioned findings of the Task Force, it is evident that AIA VA can be using the money and resources allotted to *Inform* for other Chapter projects that hold more member value and interest. It is this Task Force's recommendation to the Board of Directors that *Inform* as a separate magazine be discontinued, and instead, we focus resources and efforts on improving the AIA VA monthly Newsletter as a publication.
- Some means and methods to further study based on this recommendation:
 - Redesigning the newsletter:
 - Current format is from 1989.
 - How to incorporate AIA branding guidelines/standards into a new design.
 - Is this completed in-house, or can we use some of the funding formerly used towards *Inform* to bring in an outside branding/marketing team?
 - Compile a standard list of the types of articles included in the Newsletter each month:
 - What do members want to read more about?
 - Should there be an "*Inform*" section within the Newsletter?
 - Can local component chapters submit pieces from their own Newsletters to reach the broader state community?
 - Are there "special editions" published annually?
 - Identify and learn from other strong newsletters:
 - Either other AIA chapters, or outside non-profit organizations.
 - Research better ways to connect the AIA VA Newsletter with social media platforms:
 - Investigate more user-friendly ways to archive current and old Newsletters on the AIA VA website. (Current Newsletters/articles are hard to find)
 - Investigate how AIA VA can better promote the Newsletter on social media platforms outside of the website.
 - Facebook, Instagram, LinkedIn, etc...

III. Next Steps

- Based on approval from the Board of Directors, the *Inform* Task Force will move on to further study the means and methods mentioned on the previous slide. To do so, the following next steps will be taken:
 - Opening the Task Force up once more with the hope that more participants will express interest in improving the Newsletter than there were for *Inform*.
 - Determine which Work Groups need to be created based on the areas of research the Task Force deems appropriate to start investigating.
 - Including, but not limited to, the areas mentioned on the previous page.
 - Present clear next steps/recommendations to the Board of Directors at the next or following BOD Meeting.
 - Dependent on how many members of the Task Force there are to perform studies.