

Report of the Communication & Outreach Committee

Christine Masters, Chair

August 31, 2022

As you may recall, in my last report in May, I indicated that I would be stepping aside as Chair for the C&O Committee once the website modernization project is complete. It has been my honor to serve on the Committee as Chair for the past 3 years and for 5 years before that doing Member Updates. It is now my honor to introduce your new C&O Chair, Jeff Trueman. Jeff has supported the C&O Committee with updates and blogs over the years and will no doubt continue his good service as Chair.

Lynne Bassis, Joe Hassinger, and Todd Smith have graciously agreed to continue their service, and Marisa Ratinof has just joined the Committee. Tim Corcoran will continue to monitor the IAM Facebook. I will be assisting Jeff in his transition and with Member Updates. So far this year, we have posted seven updates.

Most of my time has been spent working on the Website Modernization Project. We are currently awaiting an on-line version of the wireframe. Once received, the entire working group (Paul VO, Jonathan, Shel Stark, Carol, Richard, and I) will meet to review. Thereafter, the Board will begin its content review. Hopefully our refreshed website will launch before year end.

I believe that we are now sending a welcome letter to each new member, asking them to introduce themselves in an Update to be posted on the Members Only Portal. I also believe that Steve adopted my suggestion that each incoming President include in their initial message to the ListServ a reminder to the members to regularly review the IAM website, as well as to send either Carol or the C&O Committee Chair any news about their practices, any articles/books they have published and a link thereto, and to respond to requests for updates.

Christine Masters, Chair, C&O Committee