



## **Communications Committee Report**

**Prepared by: Dave Krause, Chair**

**Date Submitted: May 1, 2018**

### **Meetings:**

**Date: January 16, 2018**

**Participants:** Dave Krause, Chair; Rebecca Johnson, Karen Lindell, John Suffern, J. Eric Smith

**Topics:** Karen Lindell updated the committee on the following:

- Reviewed Annual Media Calendar changes from 2017 include emphasis on published research summaries vs. what was awarded.
- Reported that we have about 2000 Facebook followers.
- Ms. Lindell met with Davey to review PR needs and what Davey can provide. Davey will have a representative on the Tour Planning Committee.
- Received positive feedback from committee on TREE Press. Quarterly research reports will be added as an insert (digital and as stand-alone document).

### **Actions:**

- Partners will receive TREE logos for their respective websites
- Four speakers scheduled for 2018 webinars
- Creating mini video showing 2017 webinar viewer locations
- New header for TREE Press
- New Tour registration completed
- TREE Press will be established as a periodical journal, e.g. first issue will carry a header with Volume 1, Issue 1. President and CEO Smith will provide content each month; expanded from quarterly.
- President and CEO Smith noted that 2018 Strategic Plan deliverables will be included on monthly meeting agendas.

**Date: February 20, 2018    \*\*CANCELLED\*\***

**Date: March 20, 2018**

**Participants:** Dave Krause, Chair; Rebecca Johnson; Randall Miller; J. Eric Smith; Karen Lindell

**Topics:** Chair Krause informed committee that John Suffern resigned from the Committee effective Feb 28, 2018 due to new position with Cloudbakers to avoid any potential conflict of interest.

Karen Lindell updated the committee on the following:

- The first print ad from the new designer will appear in March and April publications
- TREE Press first edition was sent electronically and is set up for print mailing in June
- Tour registration stands at 41 full time riders, 3 part time riders and 3 virtual riders
- The February Dr. Mike Arnold webinar had ~500 attendees; received good feedback
- We were asked by Chicago Regional Trees Initiative to provide insight on communicating with and marketing to a national audience
- Call scheduled in early April with new social media specialist
- Added language to website to contact publisher for additional information to avoid issues with publication rights.
- Plan to pitch article to TCI Magazine as a follow up to assessing risk article
- American Forests posted an article on Hurricane Irma recovery regarding the benefits of trees; will write to them to pitch a response/expansion of article.
- Five web designers were contacted, waiting on proposals

**Actions:**

- Placing an article about the Tour in April edition of Tree Source newsletter
- Committee was asked to review ISA's new website and be ready to suggest/review other websites to generate ideas for updated TREE Fund website.
- Karen Lindell asked Committee (& John Suffern) for referrals for new webmaster.
- Look for new potential partners
- Committee members were asked to send Chapter conference photos to Karen Lindell for posting on social media.

**Date: April 20, 2018**

**Participants:** Dave Krause, Chair; Rebecca Johnson; J. Eric Smith; Karen Lindell

**Topics:** Karen Lindell updated the committee on the following:

- Annual report was distributed via email, posted on the website and sent to lead donors via U.S. Mail and trustees who request the printed version.
- March Tour Ride Guide is out.
- TREE Press April edition is out.

- Second round webinar advertising is out. First time advertising in Society of Municipal Arborists, ASCA and National Association of Landscape Professionals magazines. Illinois Chapter offered ad space in their newsletter as part of their partnership.
- New donation platform on website links to new database system.
- John Suffern recommended a website maintenance contractor.
- Email conversion is in progress with E-Tapestry.
- Steve Geist is working on response to article in TCIA magazine.
- Vibrant Cities Lab may be a good research connection. Ms. Lindell will contact them to promote TREE Fund and perhaps link to research archive.
- Karen Lindell attended Geographical Association Conference and found it a good fit for TREE Fund to promote grant RFPs/encourage our researchers to present to Association.
- Tour update: 51 registered riders; and fundraising is up from previous years.

#### Review of Website Recommendations from Committee:

- Dovetail, Inc. – Chair Krause recommended for easy access to information, scrolling newsfeed, good structure, simplicity
- Nature Conservancy – prominent “donate” button, clear mission
- 4 Rivers Smokehouse – moving photo, clean
- Chipotle – still photo, simplicity
- President and CEO Smith referenced the Tree and Soil Research Fund brochure for “these are the trees we live with” photos we should use on website.
- Karen Lindell will inquire from E-Tapestry regarding use of app, cost, etc.
- Social Media contractor and Website Maintenance contractor will also be asked for ideas on relevant apps for TF.

Chair Krause mentioned that Asplundh and Penn State are in discussions with TREE Fund about establishing a new Fund for the 65-year old Game Lands 33 Project. Noted increase in TREE Fund exposure with utility industry.

President and CEO Smith stated that TREE Fund After Hours will be held on Tuesday night of ISA International Conference offsite in coordination with the Ohio Chapter party.

#### **Action Items:**

- Karen Lindell will email Liaisons asking to add TREE Fund Corner with link to newsfeed, TREE Press so that current updates and research archives are easily accessible. Scheduled our sixth webinar for 2018 - Host Utah State, requested a webinar on protection of trees during construction. Dr. Nina Bassuk to present this webinar on December 13.
- Submitted Tree Source article for April edition, will forward to Committee when published.
- Have signed social media audit contract. Will have findings at next meeting.
- President and CEO Smith suggested Communications Committee define architecture at July or September meeting, prior to designer review.
- Committee is asked to send other website recommendations to Karen Lindell.
- Committee members are asked to advise either Karen Lindell or J. Eric Smith of potential partners for October Communications Committee Strategic Plan deliverable.

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**Accomplishments:**

- New TREE Fund brochure
- Website enhancements
- National Association of Landscape Professionals is now offering CEUs for TF webinars
- New header for TREE Press launched in March
- New Tour registration system completed
- Public Annual Report for 2017: prepared including a list of \$500+ donors and aggregated list for those under \$500, and a summary of year's highlights. Report will be posted on the website and a print version will be added to the Liaison Toolbox

**Objectives for the next 3 months:**

- Implementing the recommendations that come out of the social media audit
- Working with the Tour Committee and Davey's PR Department to have a successful Tour with top-notch community engagement programs

**Next Meeting Date: May 15, 2018, 10am Central Time**