2/6/2022

STANDING COMMITTEE: NEWSLETTER

Term: 2 years

Changes to Job Description due to Covid-19 pandemic and the inability to hold in-person meeting:

 All jobs described below that are in *italic font* are suspended until in-person meetings can occur again. Jobs that are unaffected by the inability to meet in person or are new due to inability to meet are **bolded**.

**Newsletter Chair:**

* **Selects 1 to 3 people for the committee if there is one;**
* **Informs President of members in the committee, if any;**
* **Attends Board meetings;**
* **Attends regular meetings, as able;**
* **Brings recommendations regarding changes in newsletter procedures to the Board for approval;**
* **Advises President three days prior to Association general meeting if there is business to bring before the general meeting.**

**Newsletter Committee:**

* **Creates and publishes a monthly newsletter on or around the first week of every month, in both electronic (PDF) and paper formats;**
	+ **The content is determined by the historical newsletter content, communication needs of SCVQA board and members, and the newsletter editor;**
	+ **Length of the hardcopy newsletter is determined by budget constraints.**
* **Communicates newsletter deadlines to SCVQA board and committee members;**
* **Receives and publishes advertising information, and tracks that payment for ads is received before an ad is published;**
* **Assures that the Treasurer is provided with accurate records of expenses (hardcopy printing of newsletters and mailing costs) and income (advertising);**.
* **When called for, usually in July, presents the budget for the upcoming year to the Treasurer.**

**Newsletter routine:**

* **Collect Newsletter submissions (by email** *or at SCVQA Board and General Meetings*) **from Board Members and Chairs of standing and ad hoc committees. Of those, the following provide regular newsletter information:**
	+ **President – President’s Letter**
	+ **2nd and 3rd VPs/Programs – upcoming program information and workshop registration forms**
	+ **Treasurer – Treasurer’s report**
	+ **Parliamentarian – Announcements regarding open board and committee positions**
	+ **Membership – Information about membership renewal**; **total number of members and names of new members monthly, list of affiliate members, number of hardcopy newsletters to print**
	+ *Historian – Photos from Show and Tell, speaker presentations, meetings*
	+ **Philanthropy– Announcements about work on philanthropy projects, including Community Quilts**
	+ **Ways and Means – Announcements about fundraising activities**
	+ **Quilt Show Chair – Announcements and news about the bi-annual quilt show**
	+ **Block Party – Instructions for next Block Party block**
	+ **Block of the Month – Instructions for the BOM (not currently being done)**
	+ **Boutique – General information or announcements, for example from Ways and Means**
	+ *Fat Quarter Frenzy – Info about FQF at meetings*
	+ *Lucky Day Baskets – Info about LDB at meetings*
	+ *Quilting 101 – Info about recent and upcoming sessions*
	+ *Retreat committees – News about upcoming retreats and retreat registration forms.*
	+ Small Quilt Groups – News/announcements and changes in SQG listings
	+ *Quilt Til You Wilt – dates for next QTYW*
	+ Quilts as Women’s Shelter – News
	+ **San Jose Museum of Quilts and Textiles—news about current and upcoming exhibits and events**
	+ **Paid advertisements**
	+ **Newsletter mailings – (has no newsletter input; inform when newsletter is going to printer)**
* **Solicit and receive other occasional newsletter articles such as:**
	+ **Book reviews**
	+ **Affiliate Recognition**
	+ **Information about other guilds’ quilting events**
	+ **Special donation opportunities (for example, for local disaster victims)**
	+ **Member news, such as participation in major quilt shows**
* **Prepare and maintain a newsletter template in the software program used to publish it.
Note: The desktop publishing program must be able to output a PDF file for printed and online publications. Programs used for past newsletters include: InDesign, PagePlus (PC only), Pages (Mac only), Word and Microsoft Publisher.**
* **Prepare a monthly calendar of newsletter due dates and deadlines and e-mail to Board Members and Committee Chairs. Dates will vary from month to month to accommodate for other events and vacations, etc. This calendar might include:**
	+ **Deadline for article submissions**
	+ **Date when Board/Chairs will receive the draft copy of the newsletter**
	+ **Deadline for submitting changes/corrections**
* **Prepare the newsletter for publication:**
	+ **Receive all articles (and advertisements), lay them out in the template, edit and proofread the text.**
	+ **Review all substantive editorial changes with the author for that content.**
	+ **In the Newsletter masthead, include the Volume (the same for the year, starting in October) and Number (incremented by 1, starting in October).**
	+ **Include (update) dates and times of next general and board meetings, SCVQA calendar items, for the upcoming month.**
	+ **Layout the newsletter with the articles and any advertisements for that month.**
		- **The actual location of articles is frequently determined by their length and the best layout to fit as much content as possible on a page without breaking articles across pages.**
	+ **The newsletter is generally 16 pages long (January issue only 12). Page 16 is the outside cover of the printed copy and must be arranged so that:**
		- **The top half contains mailing information only**
		- **The bottom half contains maps to meeting locations**
		- **NO ADVERTISING**
* **Once all expected content has been received and laid out, distribute a draft PDF version of the newsletter** (*minus the meeting photographs*) **to all board and committee members so they can review their submitted content. Include a clear deadline for submitting changes or corrections.**
	+ **Meanwhile, fill out the newsletter with pictures from the most recent meeting (mostly Show and Tell photos). These are available from the Historian or website. Photos should be resized/reformatted to 72 pixels per inch to help reduce the size the final PDF file. This improves the time needed to load the file in a browser and/or to download it.**
* **Around the first of the month, publish the newsletter to the SCVQA website**
	+ **Create PDF for online viewing, and upload to SCVQA web server. (Contact Webmaster for details about using FTP to upload.)**
	+ **Test the mailing by sending it to your personal email address; verify that the link to the uploaded PDF file works correctly.**
	+ **Launch the mass mailing, which draws on the member email list maintained by** **Wild Apricot, which ensures that only members in good standing will receive the** **link to the newsletter file.**
	+ **Monitor the mailing occasionally to make sure it is going well**.
* **At the same time, send the PDF file to the printer, along with quantity information you receive from membership** (*they include extras for handing out at meetings*)**. Copy the person responsible for newsletter mailing.**
	+ **Because the newsletter is printed in two-page spreads, the newsletter page count needs to be divisible by four (to prevent empty pages, and so that pages are in two-page spreads for folding).**
	+ **Note: if the PDF for the printer is too big to mail, you can post the PDF for the printer on the FTP site and give him the URL.**
		- **Alternatively, you can print out a hardcopy (300dpi) of the newsletter and deliver it to the printer.**
* **Record retention requirements: the SCVQA Historian is responsible for the archival of all newsletters.**