

EEAC Communications Committee Meeting
1st Wednesday of every month
Wednesday, January 5, 2022, 5:30 - 7 pm
Online Zoom Meeting

(EEAC committee one-pagers > Page 4. Communications Committee:

<https://eeac-nyc.org/wp-content/uploads/2022/02/EEAC-committee-one-pagers2021.pdf>)

Agenda

1. Secretary's Updates

- a. [Steering Committee Meeting Minutes](#) - status report
- b. Internal documents online repository management (Dropbox, Google Drive, Internal website).
 - i. Change ownership of google docs to **eeac.info@gmail.com**

2. Communications Committee Projects

- a. Branding revamp: [EEAC Rebranding Plan](#) (PDF 1/5/2022)
 - i. Rebranding/Redesign of Logo - what are the next steps for this?
(See email 12/27/2021, subject: "EEAC identity -- are you sitting down?" from Bonnie R.)
 - ii. Identity system for print and web.
 - iii. Templates for regularly produced ephemera (e.g. ballots and flyers).

3. Marketing Plan (Annual) - status report

4. Communications with Members (with Membership Committee)

- a. [UPDATED 111821 EEAC Membership Benefits for website](#) [PDF] (Bonnie R.)
- b. [UPDATED 111821 Member welcome packet](#) [PDF] (Bonnie R.)
- c. [UPDATED 111821 Steering Committee welcome packet](#) [PDF] (Bonnie R.)
- d. Listserv: EEAC-NYC@googlegroups.com
- e. Online membership system [Shig, *Mary Most/Bonnie R.*]

5. Newsletter - Blog ([Newsletter](#), [Newsblog](#), ~~Email Newsletter**~~)

- a. **Most recent 11/14/2021:** [Newsblog: Passage of the Environmental Rights Amendment](#)
List of newsblogs: [Newsblog](#) (Link also in Sitemap at bottom of most webpages)
eeac-nyc.org/newsblog
This page auto-fills whenever a new Newsblog post is published with category set to Newsblog.
- b. Next **newsblog** post: TBD (waiting for submissions for the newsblog)
 - i. The newsblog will be published whenever one or more items are ready.
(*book review, event report, project update, lesson plan, member organization highlight, highlight of people in the EE community, ...*)
 - ii. [EEAC-newsletter-blog-flow-dev](#) (PDF; newsblog production steps).
- c. Next **Email Newsletter****: TBD
~~**Email Newsletter sent 2-3 times per year, compilation of recent newsblogs and other items~~
(see details in [EEAC newsletter & blog](#), third paragraph).
- d. Landing/credits webpage (10/26/21): About [EEAC newsletter & blog](#)
(eeac-nyc.org/newsletter-blog) — Also, now in Sitemap.
This is the landing/credits page linked from the bottom of every newsblog and email

6. Website

a. Site stats update [Shig]

Through **12/31/2021**

December breakdown: eeac-nyc.org/files/stats/Statistics_eeac-nyc.org_Dec-20211231.pdf

Year 2021: eeac-nyc.org/files/stats/Statistics_eeac-nyc.org_year-20211231.pdf

List of webpages stats (except EE-PL-Opportunities webpages, which views are below):

eeac-nyc.org/files/stats/Statistics_eeac-nyc.org_home_year-20211231.pdf

(In this stats view, *Entry* means the webpage is where visitor entered website; *Exit* means webpage is last before they exited the website.)

Comparison between **Local Links** and **EE-PL-Opportunities**:

- **Local links**: 849 views (in the above List of webpages stats).

- **EE-PL-Opportunities**: 1844 viewed main page; 1040 viewed the List of EE-PL organizations, eeac-nyc.org/files/stats/Statistics_eeac-nyc.org_ee-pl_year-20211231.pdf

b. Page to edit, “Other Resources” (new webpage for EE links within and beyond NYC area, complementing [local links](#) page):

DRAFT: <https://eeac-nyc.org/home/local-links/other-resources/>

c. Website redesign: Set up redesign process gdoc with steps; testsite.eeac-nyc.org [Shig]

d. Internal website: accessibility and usability by Steering Committee members. [Shig]

e. Website projects:

i. Completed, now in routine/updates:

1. **Updated 1/3/2022**: [Syllabi Bank](#) ([EEAC-TEEP-Syllabi-Bank-stats--2/1/2022](#) PDF, updated monthly; Mike Z. then reports about the locations where the syllabi were downloaded)
2. **Recent addition 11/17/2021**: [Professional Learning Database](#) (Shig, Fran)
3. Other on-going updates: [Local Links](#), [Newsletter Archive](#)

ii. To be developed:

1. **Membership online system** (see testsite.eeac-nyc.org for initial example)
2. **Website redesign** (after the rebranding is done) (to be done on testsite.eeac-nyc.org)

7. Social Media (current numbers, posts [that were successful(?)], future posts)

a. Facebook – facebook.com/eeacnyc (feed in homepage: eeac-nyc.org)

EEAC NYC @EEACNYC Facebook page created 2/8/2012.

Facebook	11/3/2021	12/1/2021	1/5/2022
Likes:	300	303	305
Followers:	348	350	352

- b. **Twitter** – twitter.com/eeacnyc (feed in homepage)
EEAC-NYC @EEACnyc Joined June 2014.

Twitter	11/3/2021	12/1/2021	1/5/2022
Followers: (to see list of followers, sign in to twitter)	248	250	251
Tweets:	134	135	135
Following: (to see who we are following , sign in to twitter)	376	375	375

- c. **Instagram** – instagram.com/eeac.nyc (feed in homepage)
eeac.nyc Env. Edu. Advisory Council Created 12/10/2020.

Instagram	11/3/2021	12/1/2021	1/5/2022
Followers: (to see list of followers, sign in to instagram)	63	67	71
Posts:	12	13	13
Following: (to see who we are following , sign in to instagram)	2	2	2

- d. **Eventbrite** – eventbrite.com/o/eeac-4619649759
EEAC First event via Eventbrite 11/13/2013.

Eventbrite	11/3/2021	12/1/2021	1/5/2022
Followers:	18	20	21
Events hosted:	30	31	31

- e. **YouTube** – youtube.com/channel/UCqBe8uXo9bPXgSHKHgmR1oA
EEAC nyc Joined 2/23/2021.
i. **Need 100 subscribers** before we can get a custom URL link,
example, youtube.com/channel/eeac-nyc

YouTube	11/3/2021	12/1/2021	1/5/2022
Subscribers:	7	7	12
Views:	41	41	50
Videos:	2	2	3

For further breakdown of views per video, see YouTube link above.