

COMMUNICATIONS COMMITTEE 2017-18

The goal of the Communications Committee is to provide and facilitate communications between the Board of Directors, the NHLTA membership, and the public through print and digital media.

The quarterly newsletter provides coverage of items of interest and of educational value to trustees. 2017 marked the 60th Anniversary of the NHLTA. An article featuring a chronology of the early years from 1954–1967 was featured in the Autumn 2017 issue. The continuation will be published in a future issue. The Communications Committee thanks Adele Knight for providing years of editorial leadership. Adele retired from NHLTA at the end of her term in 2017. The committee welcomed Katrinka Pellecchia who brings her own style and expertise to the position of editor. Another major change to the newsletter was the outsourcing of the layout production to a graphic designer.

The website is scheduled for an upgrade and migration to a new improved—multimedia responsive—template. Originally proposed to be complete by the end of fiscal year 2017-18, the project will be done by Autumn 2018. The committee welcomed Bert Saul who along with Conrad Moses will work on the conversion and will provide backup posting.

The committee began working on revitalizing the NHLTA brand with a new, more modern logo that reflects the mission of the organization. The project is scheduled for completion in 2018-19. Another successful outreach program was conducted towards non-member libraries. NHLTA's 982 members now represent 199 libraries—85% are Trustees, 6% Alternates, 9% Library Directors and 1% Individuals and Friends.

Communication Committee members are: Connie Kirwin, Chair & Website; Marty Davis, Membership; Katrinka Pellecchia, Newsletter Editor; Bert Saul and Conrad Moses, Website & Technology; and Susan Gaudiello, NHLTA President, ex-officio.

– Connie Kirwin