

NHLTA Communications Committee Annual Report 2024-25

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.

Newsletter editor, Katrinka Pellecchia, provided current information relevant to library operations in addition to information about state and national legislative impact. Library expansion and construction projects in New Hampshire were prominently spotlighted as well as trustee tools and updates to NH RSAs. Carol Boynton, Lee Joyce and Susan Frankel contributed to the newsletter.

Maintaining the NHLTA website kept Connie Kirwin busy this spring with legislative advocacy activity affecting libraries on both the state and federal level. With the retirement of NHLTA's current website provider, we have contracted for service with CyberOptik that includes migration to a new website to be completed in the Fall of 2025. Connie also answered over 175 questions posted to "Contact NHLTA" on the website.

NHLTA membership stayed steady considering the learning curve from the transition to our new membership system. We have 987 members representing 173 libraries. Demographic breakdown: 79% Trustees, 8% Alternates, 12 % Library Directors and staff and 1% Individuals and Friends. Thanks to Tammy Hooker's herculean efforts in helping trustees with the transition to the Wild Apricot membership system.

In coordination with NHMA Administrative Services, communicating with our membership has improved using Wild Apricot. We are able to easily send notices of events, important news announcements and reminders. Tutorials have been provided to assist members with updating their own information.

Conrad Moses provided expertise in supporting NHLTA's communications efforts throughout the year. In addition to his administration duties of the NHLTA LISTSERV® Conrad has solved a multitude of technical issues and provided support at NHLTA workshops and the annual conference.

Our Facebook presence continues to grow under the expert management of Renee Mallett. This allows NHLTA to provide contemporaneous news from NHLTA and from libraries around the state. Check it out! Renee has kept our Facebook pages full of interesting library news and events around the state.

Communication Committee members are: Connie Kirwin (Chair & Website), Tammy Hooker (Membership), Renee Mallett (Facebook), Conrad Moses (LISTSERV® & Technology Advisor), Katrinka Pellecchia (Newsletter Editor & Marketing PR), Carol Boynton, Susan Frankel and Lee Joyce (Newsletter Editorial Assistants).