



Communications Committee Annual Report

As you may recall, I responded to then President Gene Moscovitch's request for volunteers to gather Member Updates in 2014 in an effort to keep our membership connected. It was a fairly successful endeavor.

In 2019 then President Chuck Doran asked me to serve as Chair of the Communication and Outreach Committee (C&O) which, as he explained it, was established to communicate the IAM's vision and accomplishments to IAM members, potential members, and consumers of commercial mediation through social media, blogging, and, internally through Member Updates. At that time, Keith Seat was blog Editor-in Chief and Chuck was handling IAM social media. With the elevation of Chuck to the Presidency and Keith's departure as Blog Editor, I reluctantly agreed to serve as Chair of C&O. Although I made it clear that technology was not my strong suit, over time it was decided that IAM website would also fall under the C&O Committee's rubric.

My last written report to the Board was April 2021, a copy of which is attached. The Committee currently consists of Lynne Bassis, Todd Smith, Vance Cooper, James Mang'ere, and myself. Most of last year, in addition to updates and blogs, I worked closely with Rande Sotomayor and Sheldon Stark on the IAM Forms Library, which finally launched in January 2022.

Since fall of 2021 most of my efforts have been concentrated on working with Steve Paul, Paul Van Osselaer, Jonathan Lloyd-Jones, Shel Stark, and Richard Rejino to refresh the IAM website. With the knowledge and approval of Steve and Paul, I did not submit a written report last fall as we were just getting started with the website project and concluding that we definitely needed a professional, notwithstanding that we were able to make some improvements in house. Over the next few months, I conducted a review many of our Fellow's websites and those of other organizations as well as a very detailed review of the IAM website. I outlined my suggestions and recommendations for the website and website designers in a letter to Steve and Paul on January 2, 2022. After several interviews, we agreed to engage Becky Stern. Richard and I and Jonathan will be the primary contact for her as she begins work to send us some inspiration ideas for a fresh website.

I have recently informed Michel and Steve of my decision to step down as Chair once the website project is complete. I will continue to gather Member Updates if the Board decides to continue that program.

I respectfully suggest that the Board think about the future of the Committee, its goals and its members, including my successor. The Board may wish to consider having the C&O

Committee, or at least the Updates, become part of the Membership Committee. I previously suggested that a letter be automatically generated to each new member, asking them to introduce themselves in an Update to be posted on the Members Only Portal, but I am uncertain if that is happening. I also previously suggested that to fulfill its vision to keep the membership informed and connected, that the Board consider posting an annual message on the ListServ (perhaps from each incoming President) reminding members to regularly review the IAM website, as well as to send either Richard or Carol any news about their practices, any articles/books they have published and a link thereto, and to respond to requests for updates.

I have recently informed Michel and Steve of my intention to step down as chair of the C&O committee after completion of the website project.

Christine Masters, Chair, C&O Committee