

GBN Choir & Theatre Patrons Organization

Board Position Report 2016-2017 School Year

Board Position or Committee Name:

Communications Director, Marketing & Communications Committee: Christine Hultman

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Your position – describe the duties of your job and when each should be done (what month). The amount of time dedicated to position and skills needed. If you are very busy during one time period and not others, please specify (for example, Membership is busiest at the start of the school year):

The position is ever evolving. In the past, the primary responsibility was to create a monthly newsletter, communicating updates to membership and the staff of GBN Fine Arts. This has evolved into email communication, a CTPO Facebook Page and a CTPO website. While a newsletter is still part of the duties, we have also expanded to send additional notifications of important upcoming announcements (i.e., productions, deadlines, fundraising announcements, etc.).

The organization will need to find a member to maintain the CTPO website for the 2017-18 school year.

This individual will be busy in May-early June coordinating the summer mailing with Debbie Dean, Administrative Assistant of Fine Arts. The deadline for sending out the GBN summer mailing containing all organizations information is typically in the second week of June.

Each month there will be a need to prepare email blasts. The busiest times are typically one week prior to and right after the CTPO meetings each month. This is dependent on the timing of the Newsletter and other relevant email communication. **It is imperative that a plan be put in place as to how often to communicate relevant information to the membership.**

Typically there is a lull during the winter months just after winter break. This too can change, however, depending on the timing of productions at GBN. With the Glenbrook Musical at GBN in 2018, the spring will be a busier time.

Please provide comments or suggestions to make this job run smoothly:

Clear advice/communication/direction from the Executive Board and the President will be most helpful for this person to plan the year.

Additionally, it would be extremely helpful to have ongoing open communication with the paid staff in the Glenbrook District office as well as the directors in the Fine Arts department to obtain and share information in a timely manner.

This year was unusual in one sense due to the changes in staffing and other non-typical productions. However, we as an organization felt that much more needs to be done to promote our shows and activities.

A calendar which syncs with the GBN Choral and Theatre calendar will need to be a priority to include on the website.

If you oversee a committee, how many committee members helped you this year?

I was assisted by two people, primarily, to carry out the duties of this position.

Do you think this was the right number? Explain why more or fewer might be needed in the future:

No-while it is important to have a lead in this position, to manage the job effectively there will need to be at least two other people assisting. It is very difficult to effectively manage a full marketing and communications plan alone or as a couple, particularly considering that the people work in full-time jobs.

What was the budget for your committee? Was this amount too much / not enough / just right? Explain:

\$300 (Educational / Development Fee for Guest Teacher / Conductor Workshop). *Please move this to another committee. This was a place to budget for this type of education and it is really not a function of CTPO marketing or communications.*

Annual Website fee-plan was to budget \$75 for the website.

What is your RECOMMENDED budget for next year?

Check to see what the website fee will be upon renewal in August 2017.

I would recommend \$100 however that is dependent on research of website and other strategic avenues for marketing. For instance, if CTPO would like to fund banners to be displayed outside of GBN in advance of productions, if GBN won't sponsor that type of advertising, that is something to consider in our budget, particularly because of the Glenbrook Musical being hosted at GBN 2018. Banners are relatively reasonably priced and cost between \$50 and \$100 per banner.

Did you regularly need to purchase items for your committee? Please list here:

No, I do not anticipate a need to purchase items regularly. Our goal of utilizing electronic communication and social media has reduced the need for stamps, paper and any other fees associated with mailings. However, if we have a need for licensing or promotion, it may result in a monthly fee. Things change fast in the social media realm and it's quite possible that various sites will begin charging a monthly fee for usage. I do not recommend budgeting for "anticipatory" fees.

Please provide a list of contacts for your committee including contact names, phone numbers and e-mail addresses if you have them.

Publicity (poster hanging coordinator) Jeannie Chang 847-858-7988 (cell) changej@yahoo.com
Address: 900 Cedar Lane Nbk.

Website Coordinator (silent committee member who has developed and maintained the entire website) Carol Currie 847-656-6240 (cell) carolcurrie@bjorkgroup.com

Please email a copy of this report to carolcurrie@bjorkgroup.com and Nfrese2192@aol.com.

Thank you!