



# ACA MORNING

## **COMMUNICATIONS SECRETARY REPORT**

March 18, 2022

**CONTACT LIST:** Our Contact List is posted on the website in Excel and PDF formats. Both were updated on March 17, 2022. The Contact List currently numbers 481 and we have a total of 543 subscribers to date.

**WSO LISTING INFORMATION:** There have been no changes to the meeting information on the WSO website this period.

**MAILCHIMP DATABASE UPDATE:** We now intend to update our database in April. We will send a series of emails asking people to respond and/or update their preferences. We will remove anyone who does not respond.

**SERVICE INTEGRATION:** We are currently looking into ways to better use our MailChimp data to assist with streamlining filling service positions. We may decide an upgrade to our free plan is needed. Cost for the upgrade would be approximately \$17/month. Matt D. is speaking with a data expert for advice on how best to implement this.

Currently on our website, our forms are in several formats and not strategically placed to engage visitors well. Matt D. and I will be working with Conrad to reorganize information on the website for easier navigation and better communication.

**SERVICE ADDRESSES:** The [world.rep@acamorning.org](mailto:world.rep@acamorning.org) email address now forwards to Christy K., our WSO representative.

Respectfully submitted,

Wendy C.  
**COMMUNICATIONS CO-SECRETARY**