

ACA MORNING

COMMUNICATIONS SECRETARY REPORT

December 18, 2023

OLD BUSINESS:

- ACA Listing & Email Monitoring: No Changes to ACA WSO Listing or info@acamorning.org

NEW BUSINESS:

- Password will change again with the seasons: **December 21, 2023**. What should it be?
- A Contact List Committee is forming to review how to best improve the overall Contact List experience. Email info@acamorning.org with suggestions. Will announce and create a news item.
- A Communications Co-Secretary position is open. [Here is the current position description.](#) Email info@acamorning.org with questions or interest. Will announce and create a news item.

MAILCHIMP DATABASE: Since the last meeting:

- Mailchimp Database Count: **856** (+16 new Mailing List Subscribers)
- Contact List Count: **742** (+22 new Contacts)

COMMUNICATIONS UPDATES: Since the last meeting:

- 1 email was sent: December Newsletter
 - <https://mailchi.mp/acamorning/december-newsletter>
 - Sent to 853 recipients; 482 opened (57%); 6 bounced; 3 unsubscribed
 - Top 3 links clicked were re: 2 articles When Worlds Collide (18 clicks) and Donate (5 clicks)
- 1 new Latest News article added to the website: Group Coloring #7
 - <https://www.acamorning.org/zoom-group-coloring-7>

Respectfully submitted by Joy,

Communications Secretary