

Communications Committee Annual Report 2023-24

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 of importance to library operations in addition to news of state and national interest. Library expansion and construction projects in New Hampshire were prominently spotlighted as well as trustee tools and updates to NH RSAs. Carol Boynton joined the committee as a regular contributor to the newsletter.

Maintaining the NHLTA website kept Connie Kirwin busy this spring with the transition to a new website template. Despite the learning curve involved in the transition, she kept the website updated with information affecting library operations, news of NHLTA events, and state and national library news. Connie also answered over 145 questions posted to “Contact NHLTA” on the website.

NHLTA membership continues to increase, reaching an all-time high of 1,050 representing 200 libraries. Demographic breakdown: 78% Trustees, 8.5% Alternates, 12.5 % Library Directors and staff and 1% Individuals and Friends. Thanks to Tammy Hooker’s diligence in keeping the database current with membership changes and solving issues resulting from annual town and city elections.

In coordination with NHMA Administrative Services, NHLTA’s membership database was successfully converted to a new association membership system, Wild Apricot. Tammy has been trained as a membership administrator and has worked diligently to ease the transition and help members access their membership accounts, update their board members, register for NHLTA events and pay membership dues.

Constant Contact was used for email campaigns to improve our communications with members. Conrad Moses provided expertise in supporting NHLTA’s direct email 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 guidance 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®, Constant Contact & Technology Advisor), Katrinka Pellecchia (Newsletter Editor & Marketing PR), Carol Boynton (Newsletter).

– *Connie Kirwin*