



End of Year Report

DIRECTOR OF PUBLIC RELATIONS

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JUNE 2022

FULFILLING RESPONSIBILITIES OF ROLE

How have you fulfilled the responsibilities of your office?

I have developed a toolkit for Directors of Public Relations at all levels of the District that includes: a content calendar template, a newsletter template (both digital and print), and branded assets to use on social media. It will be available for download at eedlo.org after this meeting and shared with conference Presidents and DOPRs.

A Google Form was shared across the District to get an idea of how our members like to be communicated with. That survey will be reissued this fall to receive more feedback.

Our current barrier to communication is streamlining. Members are receiving many emails for different sources and are less likely to open them. Communication between officers to streamline information releases will increase readership for all content.

We still have not come up with a strategy for social media. It requires a dedicated team and we have not yet formed that coalition.

GOALS STATUS...

Currently, many district and local organizations have DOPRs who need technological training to get up to speed with the work of the job.

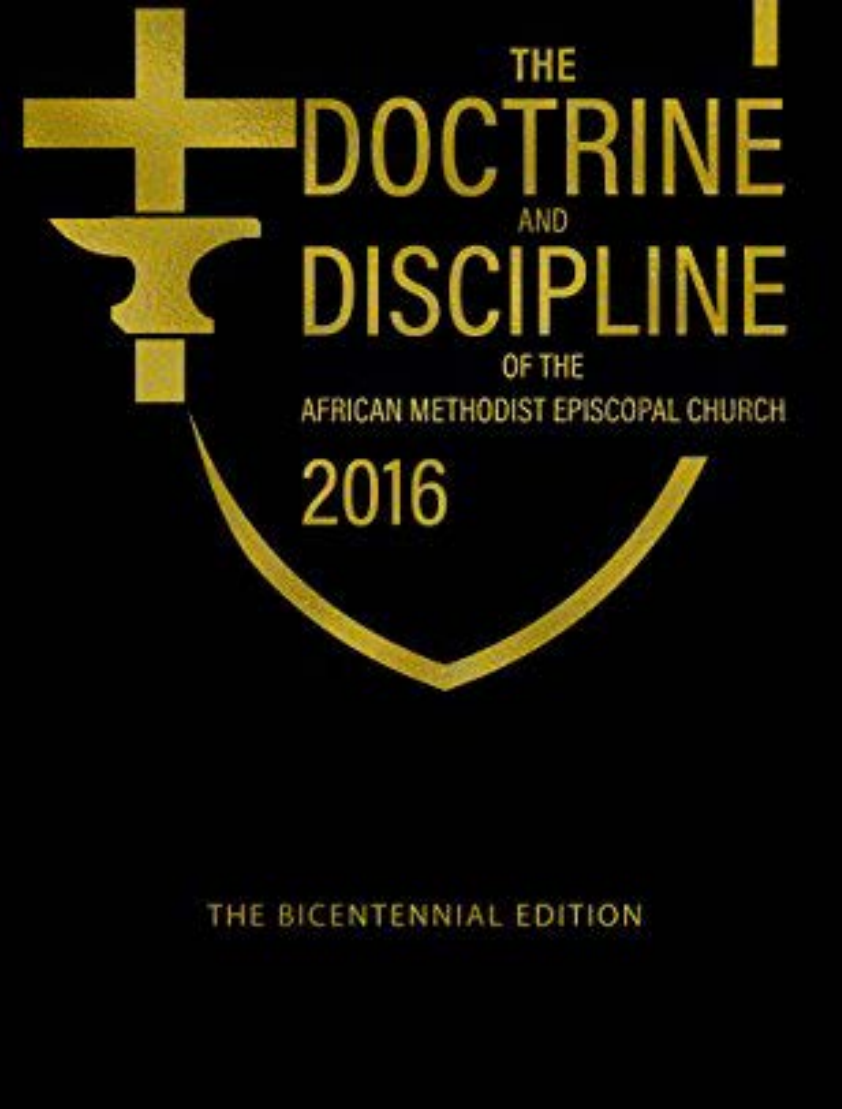
In August, I will hold two workshops for DOPRs and Historiographers to train them in the new toolkit, hear their concerns and roll out a coordinated communications plan ahead of the annual conference season. I encourage all presidents who do not have DOPRs to appoint someone with writing skill to represent them. The Zoom workshops will take place on Aug. 16 and Aug. 30, 2022. All are welcome.

STEWARDSHIP...

- During the year what Lay events have you attended/supported??
- CLO Biennial
- CLO DOPRs Meetings
- EEDLO TNTs
- EEDLO Executive Board
- EEDLO MidYear Meeting
- Various Conference and District of the Annual Conference Activities

Celebrations...Thoughts:

1. Congratulations to Bro. Christian Turner for being elected Director of Public Relations of the East Conference Lay Organization!
2. Social media is the next frontier for the Lay Organization. Once we come together and decide on an effective path forward, we will be able to meet the next generation where they are.
3. The increase in frequency for the CLO WeSpeak means we will have to be mindful of our good news and how we are sharing it going forward.



CLOSING THOUGHTS