



2020 USATF South Carolina Annual Meeting

Communications Chair Committee Report

Chair/Officer Title:	Communications Chair
Chair/Officer Name:	TaMara Sloan
Reporting Period:	September 2019 - August 2020
Report Date:	August 23, 2020
Committee Members:	TaMara Sloan, Susan Heiser, Jesi Heiser-Whatley, Tori Heiser-Whatley

Committee Program Activities/Events/Projects:

- 12 email blasts sent to USATF SC membership
- 2 newsletters created, posted to the website, and blast sent o membership
- Updates posted to the USATF SC Facebook page
- Remind App used to send out information and event calls for Association JO XC Championships

The USATF Blast system was discontinued in January 2020. National Office has been working on a new direct link system for Associations but in the mean time all blast communications are sent through the National Office. This has limited our ability to send blasts to target groups within our Association.

Committee Program Goals:

- Minimum of 2 newsletters posted to website and emailed to membership
- Email communication to membership distributed in a timely manner
- Increased communication through social media (FB)

Project/Program Expenses:

None