



Communications Subcommittee Report

August 18-19, 2020

The NABCI Communications Subcommittee facilitates effective promotion, distribution, and communication of NABCI products to target audiences. We work with other subcommittees to increase synergy, advising on audience identification, communication strategy, message editing, and aiding in message distribution.

In May 2020, Scott Anderson (North Carolina Wildlife Resources Commission) was named chair of the Communications Subcommittee, taking over from EJ Williams. The Co-Chair position is currently vacant.

Website

Several features of the website had become either broken or out-of-date since the tenure of the previous webmaster ended. Scott Anderson has taken over as the webmaster and the subcommittee made the following changes:

- Secured access to the NABCI Google Analytics site. In the future, this will allow us to better evaluate our communication effectiveness by tracking traffic on newly created content. We will be scheduling a short training session for subcommittee members to increase awareness of its capabilities.
- Worked with contractor to make required updates to the backend software.
- Updated several out-of-date pages, including partners, subcommittee memberships, upcoming events, and award committee pages.
- Reworked menus for increased efficiency and ease of navigation.

If you have need to update content on the website, please contact Scott Anderson (scott.anderson@ncwildlife.org).

Blog

Following the Fall 2020 NABCI meeting, Rebecca Heisman (American Ornithological Society) volunteered to serve as blog master, recruiting authors and collecting posts for publication. As a result, two posts were authored, "Integrating Monitoring in Bird Conservation Regions: Over Ten Years and Counting", and "Remote Birding: Using Technology for Fieldwork during COVID-19". Unfortunately, Rebecca had to temporarily step down from her duties as blog master in May of 2020. In July 2020, Emily Clark (Sonoran Joint Venture) volunteered to substitute for Rebecca while she is on leave.

Key Messages

The subcommittee continues work to compress and concentrate the messaging in the 2-page NABCI Key Messages document into a visually appealing "leave behind". We expect a draft will be completed for review at the February NABCI meeting.

Future Work

All subcommittees are invited to participate in and request assistance from the Communications Subcommittee. The subcommittee will continue to fulfill messaging needs of other subcommittees, while evaluating ways to deliver more efficient and effective communication products and services furthering NABCI goals and mission.