



## **FLORIDA NATIVE PLANT SOCIETY**

Communications Committee

Board of Directors Meeting  
Submitted by Shirley Denton  
Communications Chair

**6/16/2022**

Reminders and committee composition are at the end of the report.

### **Annual Meeting**

- The agenda for the Annual Meeting, proposed by-laws changes, and nominees for office along with their campaign statements, and were posted on the FNPS website on May 27 to meet the requirements of the FNPS bylaws.
- The same information was posted on Facebook and provided to FNPS staff for the Sabal minor and other social media
- And email was sent to the membership announcing the Annual Meeting on June
- I have concern that the annual meeting has not been put in other social media, and even though the content for the announcement was received and edited by the blog and Sabal minor editor, it was not published in either. At this point, I strongly recommend that it get published in both about 4 days before the Annual Meeting to serve as a reminder.

### **Social Media**

I am concerned:

- The Sabal minor has not come out since February and I no email of it was sent from CiviCRM.
- The latest blog post is from March
- The Annual Meeting Announcement has not been posted on Twitter or Instagram. The conference is still pinned to the top
- The only reason the Annual Meeting Announcement made it onto Facebook is because I put it there.

### **CiviCRM**

- An analysis of invoices from 2021 and 2022 has been completed. There was a significant cost over-run on the update to Drupal 9 and Webforms. These should be one-time issues. An estimate of hours needed to complete the membership data distribution center has been requested.

- I am providing the logic needed to more-or-less provide unique aspects of the functionality of the equivalents on <https://fnpsmembers.org>. The results of the survey of chapter data users is being used to simplify the data to be provided.
- Issues with various new WebForms, mostly duplicate records have been resolved (I hope).
- Issue with the display of Business & Non-Profit members on the website have been resolved – they were caused by the update to Drupal 9.
- Issue with the display of contacts on the website has also been resolved and it was also caused by the update to Drupal 9.

## Branding

Branding is one of the official duties of the Communications Committee. Last I knew, it was not the role of the Finance Committee.

- For branding to work, there has to be a commitment to it. Having the Council design documents with little branding oversight (not even reviewed until too late), the Educations committee contracting for publications that need branding, but having no requirement that there needed to be an “FNPS look “until too late, and so on and so on and so on, will never work. It is not to say that these documents are not individually attractive, many are. But this is not the way to have and “FNPS look.”
- Not just branding – does any of you think the pictures pinned to the top on Facebook or Twitter (as of June 15, 2022) actually do anything for selling a license plate? The Communications Committee was not consulted.
- Other committees (such as the WebTeam) need to be allowed to function – instead, as happened this past year, we were told to change the home page slider on no notice. This approach also defeats successful branding. And again this year.
- Chapters need to buy in to the idea of an “FNPS look”. Right now, it takes as much as a year to get some of them to meet the few website requirements that we have – put the correct FNPS logo somewhere visible on the site, have a link for people to join somewhere visible and easy to access on the site, and use the TeamUp calendar (with a couple of exceptions where the Chapter had a legacy calendar that can be read by TeamUp).
- The ED needs to be involved, though it helps if the ED has some artistic sense and has a commitment to having branding work (we know nothing of our new incoming ED’s skills in this area).
- Staff have generally yielded to the whims of social media, often not paying much attention to appearances, and sometimes having social media arbitrarily change the “look” – again, there needs to be attention paid to appearance. Valerie has improved what is on Facebook and I’d like to see her participate.

It is however time to reconvene the Branding Subcommittee. Marjorie was part of it, and I'd hope that she would be again. I would hope that Val would be allowed to participate, and I'd like to hope that we could get several more people with good marketing and graphical skills to be on the committee. The ED should participate. It might be a good idea to have someone from the Council on the subcommittee.

### **FNPS Handbook**

- After multiple complaints from several Board members, I decided just to fix the links to policies in the handbook. The links to policies now go directly to the individual policies and not to a broad, general page of them.
- I also found and fixed a number of broken links and a few long outdated statements.
- More work is needed.
- The handbook content has always been created by members of the Board and Council. Continued review is needed.
- This is a place we can ease the operational burden on the new ED – she does not need to be a secretary – we had a volunteer handling this pre-Juliet, it is easy, so I recommend that we return to this management method. It could be a good assignment for an intern, or it could be handled by one of the Directors.

### **FNPS Data Security**

- FNPS has had data security, password safety, and similar policies for the Forum, CiviCRM and previous member management programs, social media, the handbook, all websites, all web hosts, Google Workspace, other Google accounts, , access to membership data, etc. for many years. We just have not advertised it. The Communications team has been the core of this.
- Per Mark's request I am working to formalize what we are currently doing. I will be passing those procedures along to the new ED. Our procedures have modernized, but in essence, 2-4 people have administrative access to almost everything. Every on-line application is different, so there is some difference in who has access.

### **Recommended Standards for Publications**

Still on hold since I've been swamped with ED, Finance, License Voucher, etc.

This goes right in with the branding discussion above.

FNPS has never had a formal standard for review of materials published by FNPS. Issues have recently come up regarding both some printed materials and materials posted on FNPS websites and printed materials in general. The type of standard I am talking about is already applied to the Palmetto but is needed for other materials that can be considered to be published. It would include basics such as author(s) and publication date, technical review and review date if relevant, and a brief checklist such as

making sure FNPS is not post publishing stolen images. I am planning to prepare a draft for BOD review in October and I think it should become an internal FNPS policy.

## Reminders (no changes)

Downloads of membership data and FNPS leadership contacts can be found on <https://fnpsmembers.org>. This site has the information that was formerly accessed from fnps.org. The logins used are the same ones that were used previously (some chapters have requested changes). Please spread the word to use this new site – the membership information is not on fnps.org.

The FNPS forum, no changes, <https://forum.fnps.org>. If you do not have a login, please contact [webteam@fnps.org](mailto:webteam@fnps.org) or [s.denton@fnps.org](mailto:s.denton@fnps.org). We will be updating (for security reasons) in late July or early August.

A presentation about where to find resources is posted online in pdf format and is available for download. Printing it is recommended.

<https://fnps.org/assets/pdfs/docs/finding-it-2019>.

We have the logo use policy on the website at <https://fnps.org/society/logos>. It specifies the allowable uses of the logo. Altering the logo is not permissible.

## FORUM (NO CHANGES)

- If you need assistance with posting, contact the WebTeam ([webteam@fnps.org](mailto:webteam@fnps.org))
- If you need a login, contact the Webteam.
- Accounts are set up so that they show your name – they are not anonymous. Do not change that.
- You can edit your profile – please do not change it to not accept email. Only FNPS-related email is sent to you by the forum, and that is by the discretion of the FNPS officers, typically the president or someone acting on behalf of the president.
- Note: if you only read and do not post, you do not need a login.
- When a meeting is set up for FNPS, it is normally set up by the Executive Director or a designated officer. When anyone else posts related reports, they should be done as a REPLY to the original post. You can change the title of your report – to something meaningful, such as “Policy” or “Communications”

## Communications Committee Structure and Members

All members in bold are formally on the Committee; members not in bold are ad hoc (informal) members

If you are adept with GetSimple, please consider joining our team as a chapter support person.

1. Social Media - posting is done by Valerie Anderson

2. Website

- a. Webmaster: **Paul Rebmann**
- b. Developer: **Shirley Denton**
- c. Content updates: **Valerie Anderson**
- d. Plants content and review – Ginny Stibolt, Shirley Denton, Marlene Rodak, others.
- e. Chapter assistance: **Shirley Denton and Paul Rebmman.**
- f. Branding – **Marjorie Shropshire** – mostly advice