ADRIA Communications – Newsletters and e-mail

In consultation with AAMS, it is recommended that both organizations adopt a staggered schedule of producing 4 newletters each, such that ADRIA members will receive a newsletter every 6-7 weeks.

ADRIA newsletters and e-mails would continue to have a member-only focus.
E-mails would be limited to a max of 2 per month, and paid advertising is envisioned.
The onBoard e-mails from the BoD would continue as required (4-5 per year)

The new AAMS newsletter would have both a public and practitioner focus, and would further designate a page or section to each member association (ie ADRIA and others in Alberta). This ADRIA section would focus on both public and member messages.

Dec 2013	ADRIA Newsletter – promote Winter training schedule, provide a look ahead for 2014, Staff & BoD profiles, Holiday & year-end messages, etc.

2014 and beyond

Early Jan –	AAMS Newsletter – First edition
Late Jan –	ADRIA e-mail*
Late Feb –	ADRIA Newsletter – promote Spring training schedule, promote the AGM, seek Award & Recognition nominations, seek designation submissions, and solicit for BoD elections.
Mid Mar –	ADRIA e-mail*
Early Apr –	AAMS Newsletter
Late Apr –	ADRIA e-mail*
Late May –	ADRIA Newsletter – present new BoD/AGM success and Award winners, solicit new Instructors & Coaches, promote Summer training schedule
Mid Jun –	ADRIA e-mail*
Early Jul –	AAMS Newsletter
Late Jul –	ADRIA e-mail*
Late Aug –	ADRIA Newsletter – promote Fall training schedule, promote Instructor/Coach training event, and seek designation submissions
Mid Sep –	ADRIA e-mail*
Early Oct –	AAMS Newsletter
Late Oct –	ADRIA e-mail*
Late Nov –	ADRIA Newsletter – promote Winter Training schedule
Mid Dec –	ADRIA e-mail* - Holiday & year-end messages

* as part of a standard routine of ADRIA e-mails designed to keep our membership informed, but using a consistent, professional format with a predictable schedule.

BoD approval is requested
Submissions & suggestions are required <u>now</u> for the Dec 2013 ADRIA newsletter!

Prepared for the BoD by Paul Conway, Director Member Services, November 2013