



## Michigan Chapter Soil and Water Conservation Society

### Outreach Committee 2011 Activity Report

The responsibilities of the Outreach Committee, and resulting activities in 2011 include:

#### I. Prepare and publish the Chapter newsletter.

- A. We published 3 editions of the newsletter this year.
- B. The newsletter is posted on the Chapter Website so that anyone can download it. We provide a web link to most members.
- C. The newsletter link is also provided to past SWCS members and people who are considered friends of the Michigan Chapter SWCS or supportive of the SWCS mission, including the [all@macd.org](mailto:all@macd.org) list service and the SWCS East North Central Region leadership.
- D. We still print and mail 9 copies to members who haven't provided an email address.
- E. Articles are solicited from the Executive Council and Committee Chairs.

#### II. Maintain and manage the Chapter Website. The website is used:

- A. To announce and publicize Chapter activities;
- B. To promote the Michigan Chapter and the Society;
- C. To store and make available handouts and presentations from Chapter Seminars, Workshops and Tours. (Because of a suggestion from Kelly Goward, we have also started posting tour and meeting pictures on box.net to save space on our website. We may also post presentations there.);
- D. To store and make available Chapter records, such as minutes, newsletters and budgets;
- E. And, to list the officers of the Chapter along with email links. Each officer is given an [miswcs.org](mailto:miswcs.org) email address which is forwarded to one of their own email addresses.

Funding for the website server has been provided by member donations and advertising. Currently the website account has enough funds to continue operations for one more year. Then we will need to seek donations and/or advertising to keep the website going. The website is currently managed voluntarily by the Outreach Committee Chair.

#### III. Maintain, deliver and set up the Chapter table top display. The display is available to publicize the Chapter and SWCS at appropriate events. This year it was displayed at the Kellogg Hotel and Conference Center during ANR Week in March, and here at the MACD Convention. We would consider placing it at other events, if a member requests it.

#### IV. Maintain a photographic record of Chapter activities. Photos are used in the Chapter newsletter, on the website and on the display.

Daniel F. Kesselring, Chair  
Outreach Committee