

Communications

Communications with UClub members is very important. The post office's move of operations from Bloomington to Indianapolis has dealt a serious blow to the promptness of mail communications we've come to expect and rely upon. The newsletter we had expected to have in members hands on February 2 was extraordinarily delayed (my copy was received by mail at home on February 12). With this new reality, we need to change the schedule for the monthly newsletter sent by mail, organize communications by e-mail more carefully, assure that the club's web site has the most up to date information, and welcome suggestions from all members about ways to enhance the club's communications.



Newsletter: Starting with this March edition of the newsletter, the cut off date for material to be included in then newsletter will be the 15th of the month (adjusted as necessary for weekends). This will allow 7 days for layout, final proofing, and printing; this is the same schedule we've experienced in the past. The mail house has customarily done addressing and sealing within a day so the newsletter should be in the hands of the post office by the 23rd. Some people got the February newsletter in as little as 8 days after mailing so this production schedule has some hope of delivery by the 1st of the month.

The newsletter has traditionally included detailed information about the club activities for the month with a sidebar listing on the 1st page highlighting events of the next following month. Starting with this March edition, the newsletter will include this same information and will also include detailed information about events for the 1st half of the next following month. In this way, members will have more information to make longer range plans. To keep newsletter content succinct, only main course choices for lunch will be included in the newsletter. Full menu details will continue to be available on the web site.

E-mail: We realize that some members do not have e-mail and some with e-mail do not read it regularly. We know that everyone will rely more on e-mail communications as mail service continues to deteriorate. We trust that members will provide the club with new e-mail address information promptly. To help e-mail users target information from the club and appreciate receiving it:

- The following week's activities will be highlighted in a message each Friday (this procedure was started in mid-February).
- Special announcements will be limited to one a week if possible.

E-mail will continue to be a convenient way to send an RSVP for an event with a written verification copy available. An e-mail may also be convenient at times when the office is not open or Barb Aspy, club manager, is otherwise not available to talk personally.

A special note of appreciation is due to Barb for the initiatives she took in February when we were confronted with the significant delay in delivery of the newsletter. Among her initiatives was the first listing of a week's events.

Web site: The web site will continue to have a wealth of information about every aspect of the club. The club calendar has recently been updated so a very usable summary of club events for a month is available in a list format a calendar format.

The web site has always provided a .pdf copy of the newsletter. Starting in February, as soon as the newsletter for the following month is printed, it will be posted on the web and a link to the newsletter will be included in the next e-mail. This will allow everyone to view and print the newsletter about a week before the beginning of the month. Suggestions: As always, member suggestions regarding communications (or any subject) are sincerely appreciated. How can all of our forms of communications be more useful to you? What content would you value that is not now available? What content is now taking up space that you think is unnecessary?

Be assured that the club is eager to communicate with its members promptly and effectively!

Ronald Kovener

President of the University Club