

Newsletter report:

The September newsletter was sent to about 220 emails and about 10 were undeliverable. The last email had an added extension that recorded how many times the email was opened and it reportedly opened approximately 375 times. Since this number is greater than the number of recipients, it makes sense to believe that most people who received the email did open it. However, without paying an additional fee, I do not have more information, such as the number of clicked links to verify if reports are being read.

And although the new email format for IRO has been well received, the biggest hurdle I've seen is that most members are still unaware of its existence! 200 emails spread across the entire state is a small percentage of our general membership. I continue to speak to longtime members who claim to have never heard of IRO. Many times I am asked what the newsletter is "all about", who it's "for" and what its purpose is... and honestly, I'm not sure how to answer those questions.

I would urge the committee to carefully consider these topics so that the content of the newsletter /reports aligns with the audience and if the audience is decidedly the general members, that an additional effort is made to educate people of its existence.

Rachel C.