

Program Chairman Bulletins/Communication with Units

A key aspect of communication with our membership is through the monthly bulletins that go out to Units via email &/or snail mail and are posted on the Department website. As a program chairman, your goal is to inspire and educate members about your ALA program, acknowledge efforts and promote success stories. Below is a broad outline of the monthly bulletin content. All bulletins should be sent to Deb Munchbach: munchaz@msn.com for distribution.

August Bulletin (DUE NOW)

- Introduce yourself--briefly—this is about making a connection with members, not impressing them. Things like what Unit you are a member of, how long you've been a member; who you qualified through; your reason for being a member..... personal info if you wish (kids, fur babies, etc)
- Give Highlights of what your program covers—especially as it relates to engaging youth. This is “program 101” information so members know who to contact for which topics (i.e., if I have a question about Little Miss Poppy, is that a Junior Activities question or a Poppy question?).
- Include anything of pertinence for your program for at least September, October or November, (e.g., Days of Recognition –Citizen's Day, Patriot's Day of Service, Senior/Junior Conference; Veteran's Day ideas; Halloween Coloring Books; etc). You got your Program Engagement plan in your folder at the Organizational meeting—it has ideas to share with Units about your program.
- Include how to contact you

September Bulletin (Due August 15)

- Pick a program topic to go in depth with (e.g., Youth Hero Award; how to engage schools, awards, etc). Ask your committee members to assist: this is a great way to engage your committee members.
- Invite members to attend Fall Conference. Remind Units to send photos with description for your Fall Conference program board (I'm requesting that each program chair make a presentation board like last year, so action photos might be helpful).
- Include anything pertinent about your program as it relates to at least October, November, December (Wreaths across America, patriotic holiday gift ideas for kids etc)
- Include how to contact you

Ongoing Bulletins (Due 15th of each month)

- Pick a program topic to go in depth with
- Include anything pertinent about your program as it relates to at least the next three months
- Include how to contact you

Bulletin topics to include during the year

- Year- end Reporting request and info you will be requesting
- Department Awards for your program

- National Awards for your program
- ANY PROGRAM DUE DATES WELL IN ADVANCE so Units can plan, budget, engage
- Invitation to Dept Convention
- Please join & post to Ring Your Bell
- Please join the National Facebook page for this program

As Department Chairmen, you may receive National Newsletters which can be informative for Units. These should be forwarded to Deb Munchbach, as well, for posting on the Department website.