

AAUW Maryland Communications VPs Report

*Lydia Alcock, Susana Hernandez Martin, Victoria Kinnear, and Susan Wierman,
Co-Vice Presidents for Communications*

New Officers Elected for July 2022 through June 2024

- **Erin Prangle and Susan Wierman** began their 2-year terms as Co-Vice Presidents for Communications in July, 2022. However, in August, Erin Prangle resigned for personal reasons. In October, the AAUW MD Board of Directors appointed **Lydia Alcock, Susana Hernández Martín,** and **Victoria Kinnear** to replace Erin as Co-Vice Presidents for Communications. Then, in January 2023, Victoria Kinnear resigned, also for personal reasons. Lydia, Susana, and Susan continue to serve through June 2024.

Accomplishments for July 2022 through March 2023

- Thanks to all who have provided articles for the *Marylander*. The *Marylander* was published in:
 - Summer 2022 (Volume 9, #2) July 2022
 - Fall 2022 (Volume 9, #3) September 2022
 - Winter 2022 (Volume 9, #4) December 2022
 - Spring 2023 (Volume 9, #5) March 2022
- Copies of the *Marylander* were sent electronically to all members with email addresses as well as others on an electronic distribution list Susan Wierman maintained in MailChimp.com. Via MailChimp the *Marylander* now reaches 931 recipients.
- The *Marylander* was also copied and distributed to about 50 members via U.S. Mail via a contract with Copyquick (710 Oak Hill Ave. Hagerstown, MD 21740 | 301.791.7400). Paper copies were sent to the AAUW MD Archivist, Terry Saylor, as well as to members unable to access email.
- In addition to the *Marylander*, email was sent the MailChimp list nearly every month for various topics, including to encourage registration for various events, help raise funds for the Maryland Woman of Distinction, and provide information about proposed changes to AAUW Bylaws.
- The AAUW Maryland Zoom account continued to be used frequently, including to host the January 28 Winter Board Meeting. Other state meetings were held in-person but allowed

virtual access; and host branches made separate arrangements to allow virtual access to the state meetings. The AAUW Maryland Zoom account enabled the AAUW Maryland President and others to host AAUW Maryland committee meetings and to coordinate in advance of in-person events. The account was also used for some meetings by the Baltimore Branch and the Kensington-Rockville Branch.

- During these months we have concentrated on updating the website to make the information more up-to-date and easier to navigate. We also update the visuality of the profiles on social media (Facebook and Instagram).
- Social media posts have focused on promoting the Artists4ERA Exhibit, which AAUW Maryland, along with other county branches and organizations, held between February and March of this year. We published several promotions for the event, using resources from these social networks, such as tagging artists to establish links with people who are actively fighting for women's rights and also to fulfill the commitments established with the organization Vote for Equality, about amplifying their voices.
- We also sent emails about the Artists4ERA exhibition from the AAUW Maryland account in MailChimp, with the announcement for the exhibition and especially the silent auction on March 5. For these actions we created images and flyers that contributed to the wide participation that the event had.

Activities Planned through June 30, 2023

- The Summer 2023 Marylander will be issued in July. The deadline for submitting articles is June 30, 2023.

How to Reach Us and How to Stay in Touch with AAUW

- If you would like a branch event posted to the AAUW Maryland calendar or featured on social media, please e-mail aauw-md@aauw.net.
- If you have suggestions about the website, contact Lydia Alcock and Susana Hernandez Martin via aauw-md@aauw.net.
- To ensure that all branch members receive AAUW National mailings and the AAUW Marylander, please review and update the membership email and mailing addresses in the AAUW Membership database. In some cases, members have unsubscribed without realizing it. They can check their email preferences at: <https://aauw.us/emailoptions>.
- Contact Susan Wierman if you are aware of members unable to receive the Marylander via email. Furthermore, it's important to ensure that your email from aauw-md@aauw.net isn't being sent to spam.