

# In the Loop

## Building Stronger Local Associations Through Communications

### Presenters:

- Donna Buckley, Consultant, Raynham Region, [ddbuckley@massteacher.org](mailto:ddbuckley@massteacher.org)
- Catherine Fichtner, Governmental Services Consultant, [cfichtner@massteacher.org](mailto:cfichtner@massteacher.org)
- Jo Ann Fitzgerald, Retired Members Specialist, [jfitzgerald@massteacher.org](mailto:jfitzgerald@massteacher.org)
- Meg Secatore, Web Content Manager, [msecatore@massteacher.org](mailto:msecatore@massteacher.org)

**10 a.m. to 3 p.m. | Free to MTA members. | Lunch provided. | Laptop computers available.**

**0.5 CEU eligible**

## Workshop Agenda

### In the Loop

The whys and wherefores of local communications. An exploration of how your local can use face-to-face communications, 10-minute meetings, newsletters, surveys, email lists and other techniques to inform your membership, provide for member feedback and build relationships with the community.

### Email List Basics

Learn how MTA locals are using email to improve internal communications. We will go hands on with iContact, one of the many inexpensive tools available to produce and track local email news programs and to create your own member surveys.

### Lunch

### Political Action is a “Contact” Sport

Presenters will emphasize the importance of having a local association political action strategy and will demonstrate an example of a successful effort.

### Web Site Basics

Build an online presence to increase your local's external and internal communications reach. Try your hand at Web Page Maker, a fun and easy to learn program that many MTA locals are using. Find out how your local site can be hosted at no cost on the MTA server.

## Fall 2007 Dates

**Saturday, October 13, Nantucket (Nantucket Inn)**

**Saturday, October 27, Auburn (MTA Regional Office)**

**Saturday, November 3, Lynnfield (MTA Regional Office)**

For more information, contact Meg Secatore, [msecatore@massteacher.org](mailto:msecatore@massteacher.org).

Register online at <http://web.massteacher.org>.