



# AIARD

ASSOCIATION FOR INTERNATIONAL AGRICULTURE  
AND RURAL DEVELOPMENT

## **Communications Committee Report**

**By Samantha Alvis**  
**Chair, AIARD Communications Committee**  
**June, 2017**

The AIARD Communications Committee continued to build upon the work past few years We and are working hard to keep all channels of communication up-to-date and fine new ways to engage current and potential members.

Thank you to the members of the AIARD Communications Committee: Tania LeGrand, Melanie Miller Foster, Nathan Rider, and Noel Habashy

### **Newsletter**

Except for Annual Conference reminders, no newsletters were published this year, but more time was spent on updating the website, Twitter, and LinkedIn Groups. In conversation with the board, we are planning on discontinuing the newsletter completely in order to continue focus on the other vehicles of communication which provide more up-to-date information.

### **Website**

Since the last annual meeting, the website continues to be updated on a regular basis and we regularly see over 700 hits a month on the website, about half of which are unique visitors. We integrated a shopping cart feature for conference registration and will soon be changing the membership dues payment to this systems.

With the discontinuation of the electronic newsletter, the communications committee will be working to integrate new features and updates on the website, including more photos and member/partner updates.

We welcome your feedback on changes and new features that members would like to see on the website.

### **Listserv**

Sue Schram continues to do a spectacular job of managing the AIARD Listserv and getting timely news out to the AIARD membership.

### **Twitter**

The AIARD Twitter account (@aiardorg) was started just prior to the 2014 Annual Meeting and has grown in followers over the past three years.

2015-113

2016-243

2017-511

The account is mainly utilized to live tweet the annual meeting and promote AIARD activities and member news. Special thanks to Tania LeGrand for managing the account throughout the year.

**LinkedIn**

AIARD has three LinkedIn Groups-the main AIARD group, a Future Leader Alumni group and, a Members Only Group started as an outcome of the 2015 Annual Meeting.

AIARD Group currently has over 12,000 members. It has a number of active posts, but we do realize that it most of the group members are not AIARD members. We do post AIARD information on the group.

The FLF Alumni group currently has 62 (up from 56 members this time last year). It has been utilized to post AIARD news, updates on future leaders, etc.

The new members only group has 80 members (up from 69 members last year). We encourage all members to join the group and post discussion and job opportunities with other members.

**Brochure**

A new AIARD membership flyer was created in 2015 and is available for members to use in their recruitment efforts to AIARD. It can be downloaded from the website or printed copies are also available at the registration desk by contacting the team at Missouri.

**Interested in joining the AIARD communications team?** Let Samantha know at [communications@aiard.org](mailto:communications@aiard.org).