



American Ethical Union

Inspiring Ethical Communities

2 West 64th Street • New York, NY 10023 • www.aeu.org
Phone 212.873.6500 • Fax 212-624-0203 • office@aeu.org

ANNUAL COMMITTEE REPORT

Committee Report for Communications Committee

Chair(s): Jacob Ritter, Louise Jett

Members: Ken Novak
Robyn Kravitz
Drew Snyder
Theresa Forsman
Norma Vavolizza
Ed Beck
Randy Best
Wendell Bohannon
Leigh Buchanan
Linda Frommer
Dror Khan
Chris Kamen
Elinore Kaplan
Jonathan Larsen
Taty Sena
Trish Taylor
Anya Overmann
Bart Worden (ex officio)

Please provide brief updates on the following areas of your Committee that occurred or developed during 2021-2022:

Committee's Mission/Purpose:

The Communications Committee is charged with supporting AEU publicity efforts and maintaining its communications channels. These channels include the aeu.org website, AEU email communications with members, official AEU social media accounts, and content and materials submitted to other publications. We strive to raise the public profile of the AEU in the broader community by generating timely content of general interest that represents the positions of the Ethical Culture Movement. In addition, we facilitate and support communication between and among the AEU and its member Societies.

Programs/Projects:



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This year, Program Support and Communications Coordinator Anna Orcutt-Jahns served as Chair of the Committee until her departure from the AEU in November, 2021. New Coordinator Jacob Ritter took over the position when he was hired in January, 2022, and has been working with Casey Gardonio-Foat to re-establish regular monthly meetings.

Notable accomplishments for the 2021-2022 fiscal year include:

- Continuing to support communication between the AEU and its Societies through active listservs and mass emails about the AEU's activities.
- Promoting awareness of the AEU on traditional and social media and the website by engaging with member Societies, partner organizations, trending issues, and current events; this includes timely promotion of statements on current events made by the Rapid Response Team.
- Promoting and helping to coordinate regular All-Society Platforms.
- Recruiting additional members to the Committee from AEU member Societies, to increase communication among Societies, add new skill sets and perspectives to the Committee, and increase collaborative support for AEU and member Society communications needs.
- Continuing to investigate strategies for refreshing and updating the AEU.org website; the budget allocation for a website redesign in the 2021-2022 FY budget has been rolled over into FY 2022-2023 to provide resources for the timely completion of this project.

Online Stats as of August 8, 2021- March 18, 2022

- [Website](#) users, Aug. 2020-Mar. 22 – 15,131
- [Website](#) visits, Aug. 2020-Mar. 21 – 18,138
- Resources site users, Aug. 2021-Mar. 22 – 140 users
- Resources visits, Aug. 2021-Mar. 22 – 238 sessions
- [Facebook](#) – 2,549 page likes, 2,827 followers
- [Twitter](#) – 126 followers
- [Instagram](#) – 547 followers (12/18-3/18; largest date range is 90 days)

Goals for 2022-2023:

The Committee's priority in 2022-2023 will be to continue updating the AEU website based on the goals of using it as a recruiting tool for the Ethical Culture Movement and making information about the AEU and its resources easier to locate. We believe that achieving this goal will help the AEU retain the increased traffic to the site that is currently being generated by social media, and may assist in fundraising efforts by making it easier and more compelling for non-member individuals to make donations to the AEU. We're also working to increase committee membership and the representation of member Societies on the Committee as well as meeting regularly on a monthly basis.