

# *Work in Progress*

## **Annual Meeting Host Committee 2008**

The Host Committee has been hard at work finalizing arrangements at Marriott Harbor Beach Hotel for the 2008 Annual Meeting, October 12-14, 2008. Come join us!

*Jolene King, 2008 Committee Chair*

## **Business and Finance Committee**

During the month of August the Board will approved the budget via conference call. Looking forward to ensuring that the FY09 year is a great one for the organization!

*Mary LaGrange, Committee Chair*

## **CMI**

Work continues on CMI 2009 being held at Miami University May 17-22, 2009! We are considering candidates for the Level I Facilitator role and for advisor roles. A subset of the committee and staff will again meet in conjunction with the Annual Meeting in October to review materials and program content to make adjustments where necessary. The Committee will also be handing out promotional material at the Annual Meeting as well as participating in the Professional Development reception.

*Jill Yates, 2009 Committee Chair*

## **MRCC Committee**

MRCC members are busy working on a first time attendee program & breakfast hosted during Fort Lauderdale's Annual Meeting. Members continue their involvement with liaison assignments within CACUBO. Plans are to network with previous first time attendees to continue welcoming them into our organization. One new initiative will be discussed and planned before years end.

*Duane Nelson, Committee Chair*

## **Regional Database Administrator Update**

The ACUBOs continue their collaboration on updates to the NACUBO netFORUM member database and use of the MagnetMail blast email service. Here are some updates and suggestions to ensure effective communication to our members:

- **Open/Read Rate for Blast Emails** – MagnetMail facilitates the gathering of statistics on the number of “bounced” or undelivered emails and on the number of individuals who open, read, or click on links in the emails. An average blast email to the CACUBO membership goes out to over 5,000 individuals. Over the past two years, the percentage of successfully delivered emails has increased from approximately 89% to 95% of the total messages sent. This improvement is due to the efforts of both NACUBO staff and CACUBO volunteers to correct invalid addresses and remove inactive/retired members.
- **Tips on Composing Messages for MagnetMail Distribution** – The MagnetMail service is designed to maximize the deliverability of email messages across a wide variety of email systems. When composing email for MagnetMail distribution, it is important to understand that every message goes out in an HTML format and a text format. The HTML version allows for coloring/formatting of text and the use of logos and other images. However, many institutional email systems restrict emails to plain text, due to security concerns. Focus your efforts on creating clear, concise text, rather than fancy graphics, to ensure that you get your message across to the membership. In addition, MagnetMail does not support file attachments (again due to security concerns). In lieu of a file attachment, you can work with our webmaster, Mary Ann Ihler, to post the document to the CACUBO website and provide a link to it in your email message.

- **Updating Member Information** – It is important to encourage all members to either update their information directly on the NACUBO website or to forward change requests to the database administrator at [ewing.6@osu.edu](mailto:ewing.6@osu.edu). We encourage primary representatives and their teams to participate in the on-line update process offered by NACUBO, to ensure that we are reaching all the staff members in your institutions who might benefit from CACUBO programs.
- **New Member Services Manager** – We are pleased to announce that Kristin Witters has recently joined the NACUBO staff as manager of member services. Kristin, who came to NACUBO from the American Council on Education, and Steve Doran, the director of member services and marketing, are working closely with the regional database administrators to improve data quality in netForum and improve the queries that we use to pull member data.

*Tom Ewing, Regional Database Committee Chair*

### **St. Louis Professional Development Workshop**

The St. Louis Workshop committee is hard at work planning the 41<sup>st</sup> annual St. Louis Professional Development Workshop. There will be over 30 concurrent sessions on various topics. Mark your calendar and come to St. Louis February 11-12, 2009.

*Patti Ferriter, 2009 Committee Chair*

### **Annual Meeting 2009**

Tammy Martin, Cincinnati Annual Meeting Host Chair 2009 and Kathy Qualls, Program Chair 2009 have selected their committee members and are working on the October 2009 CACUBO Annual meeting.

*Tammy Martin, 2009 Committee Chair*