



AIARD
ASSOCIATION FOR INTERNATIONAL AGRICULTURE
AND RURAL DEVELOPMENT

Communications Committee Report

By Samantha Alvis
Chair, AIARD Communications Committee
June, 2016

The AIARD Communications Committee continued to build upon the work that started during the previous year. We are working hard to keep all channels of communication up-to-date and find new ways to engage current and potential members.

Newsletter

The switch to an electronic newsletter format utilizing MailChimp continues to receive positive feedback from the AIARD membership. Three issues of the newsletter have been produced since the last annual meeting. The newsletter, as you can see in the figure below, continues to see an increase in subscribers and is well above the industry average open rate of 22.7.

February 2016 Newsletter

Regular · AIARD Membership

Sent on Wed, Feb 17, 2016 10:00 am

464	41.3%	13.5%
Subscribers	Opens	Clicks

December 2015 Newsletter

Regular · AIARD Membership

Sent on Wed, Dec 02, 2015 10:00 am

452	28.6%	6.8%
Subscribers	Opens	Clicks

AIARD Newsletter August 2015

Regular · AIARD Membership

Sent on Tue, Aug 11, 2015 9:56 am

434	39.0%	7.3%
Subscribers	Opens	Clicks

Calls to the membership to submit member and partner updates have been successful, allowing us to spotlight the work of our members. In addition to the newsletter, the MailChimp system has been utilized to create more visually interesting emails to membership, most notably reminder emails for the 2016 conference.

The Communications Committee also worked with the Membership Committee to reach out to Newsletter subscribers who are not currently AIARD members to join the association. We will continue to work with the membership committee to find methods of communication to reach out to potential members.

Website

Since the last annual meeting, the website continues to be updated on a regular basis, thanks in large part to Tania LeGrand. 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 from 113 followers this time last year, to 243 as of June 3.. The account is mainly utilized to live tweet the annual meeting and promote AIARD activities and member news.

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 (i.e. Newsletter, Conference, etc.).

The FLF Alumni group currently has 56 members. It has been utilized to post AIARD news, updates on future leaders.

The new members only group has 69 members as of June 3. 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.

What's Next?

We're planning on launching a photo contest to be able to show our AIARD members in action on our website and in other communication materials. Stay tuned for more information

Interested in joining the AIARD communications team? Let Samantha know at communications@aiard.org.