



Members of the Communications Committee

Chairman: Jackie Lambertsen

At Large: Susan Lauber, Editor of the Blast
Anja Lathan, Facebook Coordinator
Ann Jones
Billie Jones
Jim Stickford
Barbara Stickford
Jan Boxil
Penny Padgett
Jack Ridpath
Sharon Smith

Photographers: Susan Lauber
Jim Stickford
Bob Norwood

2009-2010 Activities

1. Emailed the Blast weekly
 - Developed a standard Microsoft Word document with tables to control spacing.
 - Susan Lauber assumed the editorship of the Blast in early February
 - Emailed 28 weekly newsletters from August 24, 2009, through March 24, 2010, to
 - 316 Tar Heel Team Tempo member email addresses
 - 310 Season ticket holders not currently members
 - 10 UNC WBB staff
 - Loaded each weekly Blast to the web site for others to view
 - Learned:
 - Multiple programs to receive our emails cause great variation in the look and feel of the Blast which requires tables in the Word document
 - Critical to adhere to production schedule
 - Essential to receive information from THTT committee chairs
2. Updated the Tar Heel Team Tempo web site weekly
 - Added new page for
 - New issue of the Blast
 - Past event such as Holiday Party
 - Added document for Full Court Press
 - Updated
 - Calendar on Home Page
 - Weekly Email Newsletters Page
 - Events page to reflect current status



- Other pages as requested by Steering Committee such as By-Laws
- Learned: .
 - Timing is critical; updates are needed within 24 hours of event
 - The fact that I am the only one able to update the web site needs modification
- 3. Updated membership database
 - Updated data from application form for new members weekly
 - Downloaded from web site to Microsoft Access data base
 - Uploaded new email addresses to Listserv for emails to membership
 - Produced 75 personalized nametags for October 6, 2009, Tip Off Meeting
 - Produced 52 thank you letters for volunteer time during 2009-2010 season
 - Produced 93 nametags for April 20, 2010, Annual Meeting
 - Learned: .
 - Other committees need better access to membership data base
 - Control over email addresses essential to protect member's privacy
- 4. Created a feedback web page for 2009-2010 season.
 - Learned: .
 - Effort to compile needs attention during season, not just at season end
- 5. Updated Facebook page.
 - Learned: .

Suggestions for 2010-2011 Projects

1. Design brand image, 30 days
 - Look and feel of all materials and documents
 - Writing standards
2. Produce items to reflect brand image
 - Create Templates
 - Email signatures
 - Email stationery
 - Word Documents
 1. Letterhead
 2. Envelopes
 3. Memos
 4. Committee Reports
 5. Meeting Minutes
 - Order
 - Business Cards
 - Letterhead stationery
 - Thank you cards
 - Envelopes



1. Business
 2. Large membership
 3. Return for ticket pool
 4. Thank you cards
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3. Create new web site.
 - Requirements Study, 30 days
 - Selection of Software, 30-60 days
 - Implementation, 30 days
 - Maintenance, forever
 4. Enhance the Blast
 - Meet the Members
 - Alumni Review: Where are they now?
 5. Create photography project
 - Select coordinator for new season
 - Schedule volunteer photographers to avoid duplication and overuse
 - Create standards to manage photographs
 - Storage in new web site
 - Naming conventions
 6. Assist in the production of membership deliverables
 - Name Badges: print nametags
 - Player Family
 7. Explore New Media opportunities for both THTT and UNC WBB
 - Learn environment
 - Recommend solutions

Current Understanding

1. This is a critical time to stop, create a brand image, and design all items to reflect it.
2. Better use of committee is required; an opportunity for the new season
3. **Appreciation** is critical to THTT success: we need to find ways to encourage more support which should always end with a thank you to everyone involved.



2009-2010 Communications Committee Annual Report

Elements Required for Future Success

1. Ability for others to update web site
2. Access to membership data base available to those who need it
3. Better use of projects coordinated by committee members