



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): Anna Orcutt-Jahns
Members: Ken Novak
Louise Jett
Robyn Kravitz
Casey Gardonio-Foat

Please provide brief updates on the following areas of your Committee that occurred or developed during 2020:

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:

This year, the Communications Committee re-instituted monthly meetings. With the hiring of new Program Support and Communications Coordinator Anna Orcutt-Jahns, the AEU gained an essential new team member to provide full-time guidance and oversight of its publicity efforts. The Committee selected Orcutt-Jahns as its Chair, and as of December, 2020, she has provided consistent leadership.

Notable accomplishments for the 2020-2021 fiscal year include:

- Continuing to support communication between AEU and its Societies through active listservs and mass emails about the AEU's activities.
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- 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, including one featuring U.S. Congressman Jamie Raskin as keynote speaker.
- Promoting and helping to coordinate Ethical Action Committee initiatives, such as a virtual reading of the Universal Declaration of Human Rights.
- Consolidating and updating AEU branding guidelines and creating branded materials, such as Zoom backgrounds and Google Slides templates, to help the AEU present a unified and recognizable brand presence for public-facing materials.

Online Stats as of April 28, 2020

- [Website](#) users, Oct. 2020-Mar. 21 – 9,725 users – up 13.9% from same period last year
- [Website](#) visits, Oct. 2020-Mar. 21 – 16,643 visits – up 54.1% from same period last year
- Resources site users, Oct. 2020-Mar. 21 – 79 users – up 27.4% from same period last year
- Resources visits, Oct. 2020-Mar. 21 – 171 sessions – up 18.8% from same period last year
- [Facebook](#) – 2,273 page likes (up 3.6%), 2,481 followers (up 4.6%)
- [Twitter](#) – X followers
- [Instagram](#) – X followers

Goals for 2021:

One major project for the 2021-2022 fiscal year is a comprehensive overhaul of the AEU website. The first phase will be to install a new theme to update the appearance of the site and make it more user friendly. The next phase will include a structural rebuilding of the back end of the site, implementing current website best practices, bringing the overall structure up to date, improving and updating its content, and establishing on-going technical support. This work 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. In addition, we hope to make resources for member Societies, which currently reside on our Resources site, more accessible to authenticated users and to make it more widely known that they are available.