

## IMPORTANT CHANGE TO SECTION COMMUNICATIONS!

The Newsletter of the ASCE Buffalo Section has been the primary method of communication for decades. In recent years, as email and internet have become more mainstream, the Section Board, on multiple occasions, has considered changing to an electronic form of communication. Data from numerous solicitations over the years does demonstrate increasing preference for electronic means of communications. In July 2008, President Angela Hintz asked that I chair an ad-hoc committee to make recommendations to the Board on how to move forward.

A committee of diverse individuals convened in September and found...

- The majority of respondents to the most recent surveys prefer electronic means of communication. Yet, there still is strong sentiment by some about the need for hard copy.
- Electronic communications technology has evolved rapidly in recent years and is being used in increasing proportions.
- Costs for newsletter reproduction and distribution amount to nearly \$2,500 per year, the second largest expense consideration in the budget.
- Members overwhelmingly respond to monthly meetings as a direct result of the regular email reminders, over against the printed newsletter.
- Our newsletter distribution response time can be minimized through introduction of online resources.

Given the above, the committee arrived at what I believe to be a responsible resolution: one which frees the Section to move forward technologically; saves the Section money; and maintains sensitivity to those members who prefer a printed copy of important Section information. The following plan was presented to the Board at the October Board Meeting and was unanimously approved:

1. By the end of 2008, **phase out current form of newsletter and terminate printing service.**
2. **Continue Professional Directory** (i.e., newsletter advertisements) via website.
3. **Publish Section information on website** (i.e., maintain an online newsletter).
4. **Create and print a monthly flyer** with important Section information (monthly meeting announcement, the President's message, election information, and other critical information as needed).
5. **To those members without a subscribing email address, send the paper flyer** via US mail. **To those members with a subscribing email address, send an email announcement** containing the same information on the flyer, as well as a hyperlink to the Section website for more information.

The benefits are clear: reduced hardcopies, reduced printing costs, more timely conveyance of Section information, and optimized use of available electronic resources. We are still making the Professional Directory (newsletter advertisements) available on the Section's website, the income from which can be invested in enhancements to the Section's website and e-forms of communication.

We expect the transition to go smoothly. However, if you are concerned about the transition, or experience particular problems please do not hesitate to contact me at [dgoodison@bergmannpc.com](mailto:dgoodison@bergmannpc.com) so I can work with the committee on resolving the matter. We appreciate your understanding.

Best regards,

Dean R. Goodison, PE, CFM  
Chairman Communications Ad-hoc Committee