

## TEC Editor – Sandy Marxen 2020 Annual Report

- Produced four issues of *TEC News*: October, January (largely focused on Brad Ream), April (largely focused on Ray Dillard), and July (largely focused on COVID-19 pandemic).
- Used PrintingCenterUSA in Montana for the print copies of the newsletter. The service and prices are good. The print copies were shipped directly to Les Holbrook in California (October) and Bob Frazier in Missouri (January, April, and July) who did the stuffing, labeling, and mailing.
- Continued using MailChimp software for mass emailing TEC members. According to MailChimp and judging by how often a members open and click on links within our emails, 51% of our members are “highly engaged,” 20% are “moderately engaged,” and 27% are “rarely engaged.” Not surprisingly, our members who subscribe to the digital edition of the newsletter are more engaged with our emails than our members who subscribe to the print edition of the newsletter.
- Investigated reports from members that MailChimp messages were not received or links in them were not working. Most turned out to be a matter of the messages going to the member’s spam folder. Will look at how to make the MailChimp messages more personal so that email clients, e.g., Gmail, are more likely to see the messages as not-spam.
- In October and April, all members received the digital edition of the newsletter – as the end of the 2019 digital experiment and as a treat at the start of the pandemic lockdowns. In January and July, we sent the print edition only to print subscribers and the digital edition of the newsletter to digital and both subscribers only. This caused some confusion among members who had grown accustomed to receiving both editions. Suggest we review all of our messaging about what comes with the different levels of membership and make it identical on all platforms.
- At Terri Ventresca’s request, used MailChimp to contact members who had not renewed, saving her from mailing some hardcopy overdue notices. Worked with Terri to identify and correct bad email addresses.
- Expanded the use of MailChimp to convey urgent news, e.g., the deaths of Brad Ream and Ray Dillard and the cancellation of the World’s Fair of Money (WFOM).
- Learned that MailChimp now offers a feature to survey our members, which we might consider using in the future to lean what members care about most and to drive engagement higher. MailChimp also has features to create landing pages, ads (can be integrated with the TEC Store), postcards, and social media posts. Suggest we consider using some or all of these so that our efforts are coordinated across platforms.
- Sent design idea for 2020 *TEC News* contributor award elongated to Tyler Tyson. Contributors can expect to receive their awards after the October issue and before the end of the year.
- As the COVID-19 pandemic spread in April and June, hosted test Zoom meetings with TEC Board members to discuss the possibility of holding our annual meetings and auction online. When the WFOM was cancelled, hosted personalized meetings with any TEC member who wanted to learn Zoom, and prepared to host the board and member meetings online.
- Received images and descriptions of auction items from Terri Ventresca and Cindy Calhoun. Prepared auction catalog to be sent to members in advance of and displayed during our online TEC Auction.

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- Sought and received approval to use TEC logo on custom fabric to be made into cloth face masks. Made a first batch of masks, which will be sold at the TEC Auction. If those sell, will be reimbursed the cost of the fabric. If there is demand for more masks, will order more fabric and make more masks to be sold in the TEC Store.

Sandy