

2021 Editor's Annual Report

Sandy Marxen

- Four quarterly issues were produced.
- Used PrintingCenterUSA in Montana for the print copies of the newsletter. The service and prices are good. The print copies were shipped directly to Bob Frazier in Missouri, 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, 54% of our members are "highly engaged," 17% are "moderately engaged," and 28% 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.
- 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.
- Sent design idea for 2021 *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.