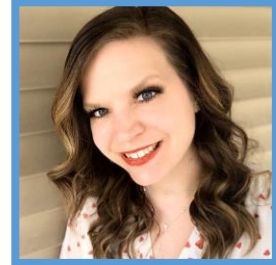


From the Desk of the Secretary: Changes to the Newsletter Starting Fall of 2024

Lisa Peterson (IL), Secretary

Thank you!

I am delighted to share some changes to our NEAFCS newsletter starting this fall. First and foremost, I want to extend my heartfelt gratitude for entrusting me with the role of Secretary for the past two years. It's been an incredible journey, and I'm honored to serve our vibrant NEAFCS community.



When I stepped into this position, my primary goal was to enhance our network newsletter, boost engagement based on your valuable feedback, and ensure that every member feels connected to NEAFCS each month. Over the past two years, we've conducted two comprehensive communication surveys, reviewed your insightful comments and suggestions from the NEAFCS strategic planning leadership survey, analyzed readership data, and formed an Ad Hoc Committee dedicated to improving our newsletter.

Thanks to our members' collective effort and input, the Ad Hoc Committee has devised a new plan to streamline our communications. We understand the importance of keeping you informed without overwhelming you with information. **Since July 2024, you've received a monthly update from the NEAFCS National Office titled "What You Need to Know," including essential deadlines and reminders. This email will be sent on the first Tuesday of every month and will be archived on the NEAFCS website for your convenience.**

A graphic of a green road sign with white text that reads "Changes Ahead". The sign is mounted on two metal posts against a background of a blue sky with white clouds.

Now, here's the big news: starting in October 2024, our network newsletter will transition from a monthly to a quarterly publication. This change comes after careful consideration, extensive data analysis, and your valuable feedback. The newsletter will be published in March, June, August, and December—months chosen based on past readership trends and busy periods for our association. And don't worry; you can still submit articles for the newsletter; your contributions are always welcome!

This new approach will be piloted and evaluated over the next two years. NEAFCS is a member-driven organization, and your voice is crucial. Our goal is to ensure you receive information in the most effective way possible. We truly hope to hear from members about the effectiveness of this change or the opportunities for improvement.

Thank you for your continued support and engagement. I know change can feel overwhelming, and I am happy to address any questions you may have. Please do not hesitate to reach out via email at lap5981@illinois.edu

Warm regards, and see you in Tucson with sunglasses, a bottle of water and sunscreen,

- Lisa



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