

NAPB Communications Committee 2020 Report

The Communications Committee Members for 2020

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Mission

The Communications Committee works to keep the members informed about NAPB events and opportunities as well as support the activities of the other NAPB committees through Newsletters, emails and social media posts. The committee is also committed to increasing the visibility of NAPB and its advocacy activities.

Highlights

- The committee produced high quality and informative newsletters and added new sections including a spotlight for early career scientists.
- The committee established a protocol for sending listserv announcements via email.
- Increased information disseminated via social media such as Twitter and Facebook.
- Hosted a photo contest for NAPB members with 27 high quality photo entries.

Future Goals

- Play more of a role in communicating with non-breeders and non-NAPB members on the value of our organization, for example support staff and or breeders currently not NAPB members.
- Support the NAPB efforts to become a recognized and valued advocate plant breeding research and education.
- Increase and improve our communication outreach through social media.
- Improve coordination with other committees ensure their events and activities are effectively communicated to the membership.