



Improving Plants to Improve Lives
National Association of Plant Breeders
2022-23 Annual Report
NAPB COMMUNICATIONS COMMITTEE

This year's committee: NAPB Communications Committee

Officers	Other members
Chair: Eloy R Corona	Nikayla Strauss
Vice Chair: Leah Stirling	Ian Popkewitz
Secretary: Henry Alexander Cordoba Novoa	Alison Thompson
	Jodi Scheffler

Major Goals for the Year 2022-23

- Improve NAPB organizational communication to increase engagement and membership impact.
- Get out a newsletter before NAPB meeting to promote NAPB conference.
- Plan out newsletter content need ahead of time and put on members calendars.
- Streamline process for newsletter content.
- Depend on committee leads to provide content for newsletter.
- Implement digital strategy for managing social media communications.
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Major Highlights / Accomplishments for the Year 2022-23

- Committed leadership in place.
- Planning action items for calendar placements
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Lessons learned [eg that will benefit the wider NAPB or other committees]

- Need up to date contact info to create distribution lists.
- Committee membership commitment
- Plan ahead to overcome season time limitations.

Loose ends &/or Goals for Next Year 2023-24

- Newsletter process improvement using BT Professionals group.
- Develop email/phone distribution lists to facilitate communications.
- Connect with NAPB committees to set expectations for content

Incoming Secretary [name & affiliation *or* process & date for appointing new secretary]

- Done: Henry Alexander Cordoba Novoa
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Details of cross committee communications

- Early Career – Activities and Webinars
- Graduate student – Activities and Webinars, highlight new members
- Awards – promote new awards and recognize people who won awards
- Leadership committee – Communication with members
- Membership – promote extending and new membership