



Communications Committee Report Annual General Meeting, 2020

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Members

The committee is composed of the following members and in charge of the following activities:

Name	Responsibilities
Vito Butardo Jr	Committee head, newsletter lay outing and maintenance of mailing list
Sushil Dhital	Newsletter content collation
Michelle Toutounji	Social media maintenance
Haelee Fenton	Website content coordination
Jesse Beasley	Student engagement

Newsletter

A total of 10 newsletters were sent to all AGSA members. In addition, one newsletter was recently sent to 310 financial members providing details of the AGM.

The subscription to the newsletter has been steadily declining since the Melbourne 2019 conference until AGSA decided to offer free complimentary registration to the online conference (Figure 1, orange line), which saw a jump from 650 to 778 subscribers, adding 128 new subscribers in the process (Table 1).

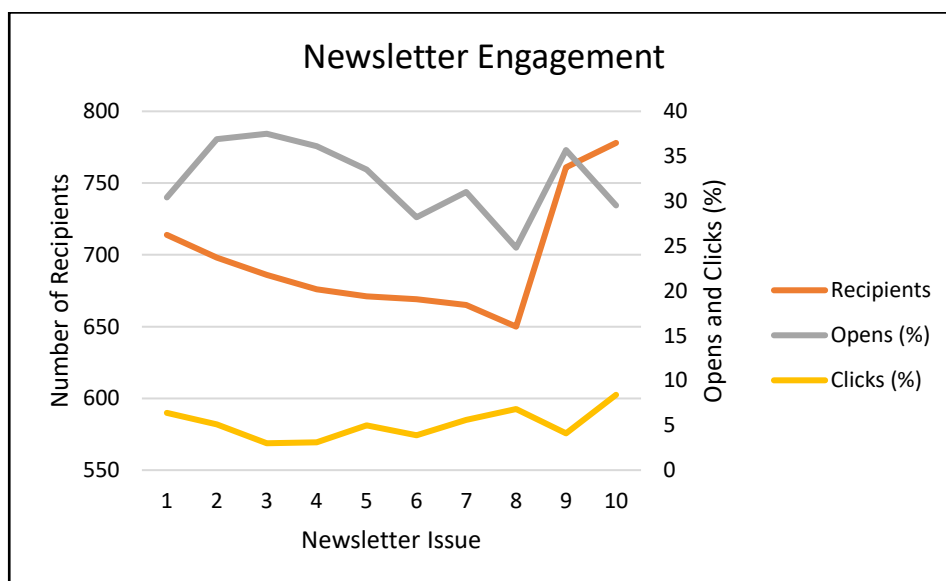


Figure 1. Summary of newsletter engagement of AGSA newsletter subscribers in 2019 to 2020.

Table 1 summarises the list of newsletters issued from 2019 to 2020. The average open rate of the newsletter was 33.1% and the average click rate is 5.5% this year (Table 1). Aside from increased subscription, a higher newsletter engagement was observed in terms of opens (Figure 1, grey line) and clicks (Figure 1, yellow line) due to the AGSA online conference.

Lastly, although the last newsletter was sent only to 310 financial members, we observed the highest opens (40.7%) and clicks (9.0%), indicating a very high engagement from the fee-paying members.



Table 1. List of newsletter issued from 2019 to 2020.

Issue	Newsletter Title	Date Sent	Recipients	Opens (%)	Clicks (%)
1	AGSA Newsletter - November 2019	Wed, November 27th, 2019	714	30.4	6.4
2	AGSA Newsletter - February 2020	Fri, February 21st 2:03 PM	698	36.9	5.1
3	AGSA Newsletter - March 2020	Tue, March 31st 2:17 PM	686	37.5	3
4	AGSA Newsletter - May 2020	Fri, May 8th 3:36 PM	676	36.1	3.1
5	AGSA Newsletter - June 2020	Wed, June 10th 8:30 AM	671	33.5	5.0
6	AGSA Newsletter - Call for Abstract	Mon, June 22nd 9:51 AM	669	28.2	3.9
7	AGSA Newsletter - Call for Abstract Closing Soon!	Fri, June 26th 9:31 AM	665	31.0	5.6
8	AGSA Newsletter - July 2020	Mon, July 13th 1:01 PM	650	24.8	6.8
9	AGSA Newsletter - Online Conference 2020	Fri, August 14th 12:56 PM	761	35.7	4.1
10	AGSA Newsletter - Links to Online Conference 2020	Fri, August 21st 4:55 PM	778	29.5	8.4
11	AGSA Newsletter - Links to AGM 2020	Sat, August 22nd 11:04 AM	310	40.7	9.0
	AVERAGE			33.1	5.5

Social Media

- Twitter
 - 255 followers
 - 2020 Reach: From mid-August, impressions (number of times users saw the tweet on twitter) increased substantially. Over the last 28 days, our tweets earned an average of 163 impressions per day. Peaks in tweet engagement coincided with the posts about awards, the conference program and joining AGSA20 online.
- Facebook
 - 122 followers, 100 people reached in the last 100 days
 - 2020 Reach rate: Nominations for the F B Guthrie Science Medal award post reached 66 people, June newsletter post reached 24 people, AGSA conference program post reached 35 people

Website

General

- Springdigital assisted with Ian Wesley to address issues as they arose throughout the year
- Webstore had a major upgrade, identified when updating registration to have no cost
- Membership package dates need updating certain times of the year, April/ May
- Does this need review to allow membership from conference date to conference date?
- Website is currently OK for speed
- We still need a long-term archiving solution and rules about what gets archived and what gets deleted
- May be useful to compile a list of annual website activities and standard webpages and links in place ready to use for each conference
- Minimal activity in updating webpages/ information in the Members Only section, AGM 2020 links available
- Acknowledgements and many thanks to Dr Ian Wesley for his prompt actions and expertise in managing the AGSA website content, even when on holiday leave



Post Conference 2019 activity

- No major activity on website post-conference 2019
- Creation of webpage links for Past Conferences/ 2019 Conference
- Upload electronic copy of Conference Handbook and Abstracts
- Create 2019 Conference Photo Gallery
- Archive and delete conference documents no longer required. Backup and purge the Conference Abstract database, move to Cloud storage solution

Annual Conference activities

- Check and update, where required, the routing of emails at the beginning of each conference planning
- Current active email addresses:
 - abstracts@ausgrainscience.org.au cassandra.walker@agriculture.vic.gov.au
 - awards@ausgrainscience.org.au lindsay.obrien@sydney.edu.au
 - conference@ausgrainscience.org.au cblanchard@csu.edu.au
 - newsletter@ausgrainscience.org.au sushil.dhital@monash.edu
 - postmaster@ausgrainscience.org.au admin@hostingetc.com
 - secretary@ausgrainscience.org.au jdang@perten.com
 - sponsors@ausgrainscience.org.au bronwyne67@hotmail.com
 - treasurer@ausgrainscience.org.au troy.adriansz@dpird.wa.gov.au
 - webmaster@ausgrainscience.org.au ijwesley@smartchat.net.au
 - returningofficer@ausgrainscience.org.au westcottconsultants@bigpond.com
- Update conference webpages with next calendar year on website, remove specific to conference content on webpages, and unlink pdf files keeping text
- Maintain Latest News: section on the AGSA home webpage
- Have conference organising committee members each conduct early testing of the registration process to try to identify any issues in advance of registrants

Conference webpages

- 2020 Conference – Conference Chair (Message/ Welcome)
- Registration page (overview) linking to the Webstore
 - Review and update webstore registration form fields where necessary
- Abstract Submission (overview)
 - Abstract webform page for submission of abstracts
 - Review and update abstract submission form fields where necessary
 - Abstract Guidelines (pdf file)
 - Conference Presentation Guidelines (pdf file)
- Conference Program (overview)
 - Conference program (pdf file)
 - Conference Sponsors information
- Conference Awards
 - Oral Presentation Judging Guidelines (pdf file)
 - Conference Poster Judging Guidelines (pdf file)
- 2020 AGM Information and Documents
 - AGM 2020 Agenda (pdf file)
 - Minutes from AGM 2019 (pdf file)
 - Treasurers Report AGM 2020 (pdf file)
 - Awards Committee Report AGM 2020 (pdf file)
 - Methods Committee Report AGM 2020 (pdf file)
 - Communications Committee Report AGM 2020 (pdf file)
 - Student Activities Report AGM 2020 (pdf file)