



**ZONTA CLUB OF MONTGOMERY
PUBLIC RELATIONS / COMMUNICATIONS / UNITED NATIONS / ARCHIVES COMMITTEE
REPORT – CLUB YEAR 2011-12**

GOALS:

For the 2012-12 Club year, the Public Relations / Communications / United Nations / Archives Committee, will facilitate member communications, publicize the existence and activities of the Club, and continue our archiving efforts.

ACTIVITIES:

For the 2011-12 Club year, the PR/Comm/UN/Archives Committee plans the following activities:

- Continue to maintain the Club website and permanent email address.
- Maintain information concerning the Club website and permanent email address to facilitate a future transfer to another tech-savvy Club member.
- Continue to produce the Club newsletter.
- Continue to issue press releases about Club meetings and activities, as appropriate.
- Promote the showing of the District 11 public service announcement. We anticipate including the PSA in our website and Facebook page. We also hope to look into the airing the PSA on local television stations.
- Continue to produce a brochure about Zonta International's service projects.
- Continue to inform Club members about the projects and activities of Zonta International with the United Nations.
- Continue our major archiving effort. With the exception of the financial records, we have reviewed all of our documents and made a determination as to what should be kept and what should be destroyed. The following items concern the next steps in this process:
 - ✚ According to our document retention plan, at the end of each biennium or term of office (May 2010, May 2012, *etc.*), the archivist should ensure that all records are

accounted for and assessed. An Archives Committee¹ should review the documents and make a recommendation to the Club as to which documents should be retained, which should be transferred to electronic archives, and which should be destroyed. (A form has been designed for this purpose.) The review process should begin around January 2011 so that: (1) the Archives Committee can submit their recommendations for a vote no later than April 2011; and, (2) the results of these efforts can be included in our end-of-the-year report in May 2011.

✚ The Club's financial records are kept separately from the documents discussed in the above (at the Treasurer's house) and have not been reviewed. Our document retention plan calls for financial records to be kept for eight (8) years. After eight years, the Archives Committee should review the records and submit a recommendation to the Club for a vote as to which documents should be retained and which should be destroyed. Again, the review should begin in time for a vote on the recommendations to be had in April 2011 and for the results of these efforts to be documented in our end-of-the-year report in May 2011.

✚ During the 2009-10 Zonta year, Lynn Merrill, Charlene Thomas and Betty Ziri reviewed old documents, organizing the "keepers" into large plastic containers. (Charlene Thomas has two containers and Betty Ziri has one.) These documents include pictures, newspaper articles, past minutes and interesting information about our Club. After the review discussed above, some financial documents may also be designated for permanent retention. Storage in plastic containers is not ideal. The Committee intends to investigate storage options, *e.g.*, binding, and to develop a storage plan to present to the Club. The Committee would not undertake implementing the storage process this year, and so no funds are currently sought for implementation.

BUDGET REQUEST:

For the 2010-11 Club year, the PR/Comm/UN/Archives Committee requests that \$250 be allocated to the Committee for public relations, *e.g.*, advertising in newspapers or fees associated with airing the PSA on local television stations.

¹ Anyone in the Club – not just members of this Committee – can be a member of the Archives Committee. It is important to include persons who are knowledgeable enough about the Club and the information to make informed recommendations about retention/destruction. For example, we need members of the Finance Committee to participate in the Archives Committee. Conversely, membership in the Archives Committee is also an opportunity for new Zontians to learn more about the Club.