Michigan Council of Chapters, MOAA
Communications Committee
Zoom Meeting Minutes

Date: 10-24-25
Time: 7:00 PM

Attendees:

- Rich Higgins (SEMI MOAA President and Chairman, Michigan Council of Chapters Communications Committee)
- Mark Benjamin (NWMI MOAA President)
- Chris Johnson (MWMI MOAA Incoming President)
- Curtis Erickson (MWMI MOAA Treasurer, newsletter experience)
- Peggy Joyner (NMMI MOAA Newsletter Editor)
- Paul Ryan (Army-Navy Club of Grand Rapids, Newsletter Editor)

Key Points Discussed:

- Introduction of new Communications Committee lead and participant roles.
- Importance of statewide consistency in newsletters; proposal for at least one common article across all chapters.
- Creation of a communications resource page on the Michigan Council of Chapters website for sharing newsletters and articles.
- Newsletter publication schedules: SE Michigan (monthly), others (quarterly).
- Tools for communication: MOA's White Label template, MailChimp/Constant Contact (email), Buffer (social media), Google Analytics (website analytics), PR Web (press releases).
- Each chapter to identify a communications point of contact.
- Plan for quarterly communication lead meetings; first to be scheduled in November
- Challenges with maintaining up-to-date contact lists and focusing newsletter content on member value.

Action Items:

- Rich Higgins: Schedule first quarterly meeting for communications points of contact beginning in November.
- Rich Higgins: Coordinate with Jim Sigmon (Chairman, Michigan Council of Chapters Legislative Affairs Committee) to ensure consistent messaging on legislative priorities.
- Rich Higgins - Post meeting presentation slides and resource links to the MI Council of Chapters website.
- Each Chapter: Identify and provide contact info to Rich for Communications Committee points of contact.

Submitted:

Rich Higgins
Michigan Council of Chapters