

## **Overview and Purposes of NVBC Communication Channels**

Listed below are the current communication channels used by the NVBC with guidelines on their purpose and use. These guidelines try to incorporate what we have told members and what we've heard from members as new communications vehicles have been introduced over the last few years.

### **The SISKIN**

The quarterly newsletter of the NVBC, both in paper and electronic versions, is the primary communication vehicle to club membership. Its chief purposes are

- To announce club meetings, walks, trips, and other activities to encourage participation
- To expand interest in birding beyond local walks through trip reports and birding experiences
- To provide knowledge and opportunities to learn about birds and our environment

Members have expressed the desire to continue a mailed version of the Siskin but also use the version online.

### **NVABC.org website**

The chief purposes of the website are to provide quick, easy, and searchable access to NVBC information and to serve as a reference and referral point. Among the common uses are

- Search for walk dates, locations, and directions online, including from handheld devices
- Online access to announcements of meetings, activities, membership renewal, and to the Siskin
- A place to refer prospective members for an overview of the Club and encourage membership
- An organizational presence supporting our non-profit educational mission and identity
- Providing links to other online birding resources

In the future the web site may also be the online archive for past Siskins, club photos, etc.

### **Facebook**

The Club's Facebook page has the primary purpose of allowing users of social media to find the club and its website. Viewers can "opt-in" by liking the page. This also allows Facebook users to get notifications of each upcoming walk. It is also a place where members can comment and post notices.

### **Email Exchange**

The email exchange, currently executed through Google Groups, is an opt-in function for members to receive emails from NVBC representatives. Its primary purposes are to

Remind members of upcoming quarterly meetings and special events

Provide timely notices of cancellations or changes in activities

Provide occasional notices about membership renewal or other club business.

Members requested that emails be kept to a minimal number and were assured that would be the case.

### **CLUB Membership Roster**

Membership sign-up requires an address and also requests email and telephone contact information. Members are assured that this information will be used for Club purposes only. Allowed uses for contacting specific and a limited number of individuals include

Contact to handle issues of membership, payments, or gift acknowledgements

Verification of membership for activities requiring it or coordination/cancellation of activities which require sign-up

Contacting current or potential trip leaders, officers, or volunteers for Club roles

### **eBird and VA-Bird**

The Club has an eBird.org account that is used by leaders to report bird sightings and to share these with eBird users from the Club who were on a walk. This allows club walk lists to become part of a national database and supports the collection of data which can be used by scientists and birders. A copy may be sent to VA-Bird to report Virginia sightings from club activities, again to contribute to shared birding information across the state. Posting to eBird and VA-Bird is at the leader's discretion.

The website or other communication channels may use extracts from these for alert purposes, but the club vehicles are not intended to duplicate the purposes of eBird or VA-Bird. VA-Bird may occasionally be used to reach a broader audience than the exchange list for timely announcements or cancellations.

### **Club email address and PO Box**

The Club maintains an email address used largely for incoming communications from the website, the Siskin, or other organizations. This is monitored by a Club volunteer and email is directed as appropriate to Club Officers or Chairs. The Club receives official mail from other organizations and from members at its Post Office Box address. The Box is monitored by the Membership Chair who forwards correspondence as needed.