

ATOS MID-YEAR COMMITTEE/TASK FORCE/OFFICER ACTIVITY REPORT FORM (2016)

Name of Activity: ATOS Communications Committee \_\_\_\_\_  
(Please fill out separate form for each activity.)

Committee Chair/Officer Name: Richard Neidich \_\_\_\_\_

Date of Report: January 28, 2015 \_\_\_\_\_

1. Actions completed since the 2015 Annual Meeting: (Please bullet actions completed.)
  - a. Completed Chapter's Report drafting and coordination
  - b. Issued Website Functionality Communications Report and provided copies to BOD Chair and President/CEO for action
  - c. Conducted several weekly committee analysis meetings and coordination of final draft report
  - d. Issued Marketing Communications Report and provided copies to BOD Chair and President/CEO for action
  - e. Distributed Website Functionality and Marketing Reports to BOD and staff
  - f. Prepared and distributed Mid-Year Report to BOD and staff

2. Actions begun but incomplete since the 2015 Annual Meeting: (Please bullet actions begun.)

Support to Website Functionality and Marketing Reports recommendations implementation

3. Goals to be reached by the 2016 Annual Meeting: (Please bullet goals.)

- a. Look to and support Communications Committee Website and Marketing Reports proposals are implemented
- b. Seek resolution of who and how ATOS continues communications analysis efforts

4. Amount budgeted for your committee: \_\_\_\_\_ \$0.00 \_\_\_\_\_

Amount expended by your committee: \_\_\_\_\_ \$0.00 \_\_\_\_\_

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

- a. Only limited implementation of the Communications Committees recommendations has occurred
- b. Internal ATOS communications efforts have seen only very limited improvement with communications between the Board of Directors, President/CEO and staff personnel
- c. Clearly defined and measurable performance goals need to exist for all communications efforts so that their occurrences can be monitored
- d. While many show little interest, the ATOS membership should be receiving more ATOS business information than the once-a-year Annual Membership meeting
- e. ATOS must publish an Annual Report in order to be seen as a viable charity organization

Please review Communications Committee Report Adoption Critique at end of this report and the individual report for these issues

**6. Please provide a three-bullet summary of your committee/task force/officer activities since the 2015 Annual Meeting. These will be included in the minutes of the mid year meeting.**

- a. Report assessing ATOS Website and Marketing communications efforts have been completed and distributed

- b. Significant efforts are required to improve ATOS communications efforts, especially funding of Chapters improvement and Marketing efforts with measurable near-term and longer range goals. Website status is contained in separate status report
- c. Recommendations have been made to use the Retreat Forward Task Force to continue monitoring ATOS communications activities

## **Communications Committee Report Adoption Critique**

ATOS Communications Committee was tasked and staffed in March of 2015. The members have included John Nelson, Nathan Avakian, Steve Worthington, Greg Bellamy and (until the fall of 2015) Mike Bryant, when Mike assumed duties that did not provide him the time to continue on the committee. The Committee has addressed the Retreat Forward meeting's Communications Issues wall chart, exploring and expanding issues as the topics were discussed. The Committee initially prioritized the topic list into four general areas of discussion, those being, 1) Staff Communications, 2) Chapter Communications 3) Website Utilization and Functionality and 4) Marketing. The second two reports were produced since the ATOS Board of Directors 2015 Annual Meeting and have been provided to the staff and Board members recently. Previously they had been provided to the Chairman of the Board and President/CEO when they were completed.

For each, the topic of the report contains analysis of issues and provides suggestions regarding how ATOS can improve its communications capabilities. Although the reports generally have focused on tools and approaches, they have also made recommendations for improvement with respect to the candidate topic areas in each report. Except for the first report regarding Staff Communications, the reports do not attempt to assess past behaviors, since that was not our primary task. The Staff Communications Report did make a recommendation as to the need for an Operations Manager to provide (full time dedicated staff effort) oversight and coordination. The most recent six months efforts by an Interim Operations Manager has demonstrated the value of this position to assisting with managing and coordinating ATOS communications efforts. Work efforts to address the Website Utilization Functionality are now underway.

The Communication Committee has felt from the beginning that the Committee's analysis and assessment efforts should be integral to all ATOS efforts, not require a specific committee to periodically address new communication reviews. However, there has been little change with internal ATOS communications efforts.

The following are personal observations of the Committee Chair, Richard Neidich.

The last three reports assumed that the other staff individuals from the ATOS Chairman of the Board and President/CEO down through all of the other staff resources would discuss the reports contents and make the Committee's recommendations part of the normal business activities. The result would see the incorporation of changes and the application of them into their work efforts, resulting improvement to their own communication efforts. Unfortunately this has not yet happened to any extent. For example, there has been no reporting to the Board with respect to the last six months efforts of the Interim Operations Manager, a critical change in ATOS business activities. For the last six months the weekly business of ATOS has not been communicated to the Board of Directors.

We have not seen the routine and periodic monthly status reports regarding ATOS business activities from the President/CEO to the membership. One can assume that travel and visitations with chapter staffs and members, would provide the opportunity for the need of change or new capabilities, but we have not seen any recommended changes from this travel. Except for necessary Board of Director's meetings, the Board has seen little in the way of any communications from the Chairman of the Board.

With respect to the membership, many say that the membership may not interested in the business of ATOS and the promotion of theater organ. It should be the member's choice whether to participate, not the ATOS staff's decision to not inform them of our activities. It should not be the purpose of the Annual Membership meeting to present ATOS activities at a single Annual Meeting during a very business convention, but instead this type of communications should be very periodic and routine. ATOS is a corporation, and like all viable businesses, there needs to consistent, routine and meaningful communications regarding the business activities of the organization.

Since the Chairman of the Board, President/CEO and Operations Manager should be holding weekly meetings, it is recommended that the Board of Directors receive monthly reports as to their activities either by e-mail or as part of routinely schedule Board of Directors meetings. On a quarterly basis, the membership should receive a summary of the ATOS business activities to include points of contact with which to communication their thoughts to ATOS efforts. An annual report is after it has all happened, not allowing for members to participate and critique efforts.

The Chapters communications conference calls have been a much needed new initiative. However, the meetings thus far have provided little substantive information to Chapter's staffs except of discussion of the grants program. Participation meetings for volunteer organizations mandates the meeting provide value to the attendees, otherwise participation will not be vigorous. We have some chapters with important messages to share with others throughout the year. This needs to happen.

Therefore, as Chair of the ATOS Communications Committee, it is recommended that the Committees future efforts be reassigned to the Retreat Forward Committee to serve as a single point of contact with respect to identifying needed changes. I am more than willing to assist that Committee as they may see necessary to continue their efforts.