

## Communications Report for the Mid-Year Meeting for the Period of January 2020 – February 5, 2021

**Stitches has been changed to an even** month, bi-monthly (*every other month*), publication sent to all the members of the Embroiderers’ Guild of America (EGA) in the South Central Region (SCR), along with the Board of Directors and all other Region Directors. The purpose of the newsletter is to keep our members updated about happenings in the Chapters around the Region. We share ongoing news and tips from other chapters, along with any workshops being offered in order to increase participation.

The **cut-off** date for submission of items to be published has **changed** to the **fifteenth (15<sup>th</sup>) of the month** prior to the month it will be sent to members (**due dates are January 15<sup>th</sup>, March 15<sup>th</sup>, May 15<sup>th</sup>, July 15<sup>th</sup>, September 15<sup>th</sup> and November 15<sup>th</sup>**). If additional information is needed, you will be contacted when the newsletter issue is being drafted.

**Stitches** was sent out in February, April, July, September and January. There were 10 special announcements sent regarding “COVID-19”, “Seminar 2020 & GCCs”, “Seminar Refunds & Seminar 2021”, “Seminar 2021 Goes Live”, “First Day Registration”, “Firecracker Needlecase”, “SCR 2021 Update”, “Security Alert” SCR 2021 Update” and “GCCs 2021”. **The January / February 2021 newsletter is being finalized and will be sent after this report has been submitted.**

### January 2020 – February 5, 2021

Issue	Date Sent	Type	# Sent To	Opens	% Mobile/Desktop	Did Not Open**	Link Clicks	%	Bounces	%	Spam Reports	Opt Outs	%
Jan/Feb	2/18/20	NL	914	580	38.3 / 61.7	292	345	59.5	42	4.6	0	1	0.1
Mar	4/20/20	SA	915	592	42.4 / 57.6	288	109	18.4	35	3.8	0	0	0.0
Mar/Apr	4/21/20	NL	932	613	42.8 / 57.2	284	330	53.8	35	3.8	0	0	0.0
May	5/16/20	SA	932	651	44.7 / 55.3	246	313	48.1	35	3.8	0	1	0.1
June	6/9/20	SA	931	605	42.8 / 57.2	291	278	46.0	35	3.8	0	0	0.0
June	6/9/20	SA	931	593	44.3 / 55.7	302	204	34.4	36	3.9	0	1	0.1
Jul/Aug	7/17/20	NL	931	600	40.8 / 59.2	294	341	56.8	37	4.0	0	1	0.1
Sept	9/22/20	SA	879	548	40.3 / 59.7	282	150	27.4	49	5.6		2	0.2
Jul/Oct	9/25/20	NL	877	546	42.7 / 57.3	281	294	53.8	50	5.7	2	2	0.2
Oct	10/3/20	SA	876	578	39.8 / 60.2	260	223	38.6	38	4.3	0	0	0.0
Oct	10/19/20	SA	875	582	39.4 / 60.6	257	327	56.2	36	4.1	0	0	0.0
Oct	10/26/20 <sup>th</sup>	SA	875	603	40.9 / 59.1	239	139	23.1	33	3.8	0	0	0.0
Nov/Dec	1/5/21	NL	875	562	34.9 / 65.1	279	300	53.4	34	3.9	0	3	0.3
Jan	1/31/21	SA	865	562	39.2 / 60.8	255	255	45.4	30	3.5	0	1	0.1
Feb	2/1/21	SA	864	535	33.3 / 66.7	300	308	57.6	29	3.4	0	1	0.1

NL = Newsletter

SA = Special Announcement (listed above)

\*\*Includes Bounces

Bounced emails are cleared and then they start again. It is never-ending. Members **ARE NOT** checking their emails as listed with their Membership Chair in the Chapter and minor mistakes remain in the Membership List from National that cause bounces. I am open to any suggestion on how to correct this problem!

**IT IS IMPERATIVE that REGION REPS make sure EVERY MEMBER of their Chapter has a correct email address! PLEASE have them check spaces, dashes, etc. PLEASE. If it cannot get corrected by National, we have a dedicated MEMBERSHIP CHAIR in SCR that CAN get it corrected. One member had a . after their name and before the @ symbol causing them not to get emails from . This shows how simple things prevent emails from going and bounces to occur!**

Thank you,

*Sherri Seville*, CAP

Communications Chair

South Central Region of the Embroiderers’ Guild of America