

ILLINOIS COMMUNICATION
AND THEATRE ASSOCIATION



September 23, 2018

Julie Weishar, President Report

This has been a busy year of review on the Board – taking a look at processes, procedures, and how to improve the organization. My goals as President of ICTA for 2018 included – facilitate effective and productive meetings to facilitate Board reorganization, advocacy initiatives, financial stability, improving communication and increasing membership. To achieve these goals I have done the following in 2018:

- Called Board meetings in January, April, July, and at convention in September. Created agendas and facilitated each meeting.
- Facilitated discussion of Board re-organization and presentation from the Long Range Planning Committee at the January and April meetings.
- Coordinated with Past President - Kacy Abeln, Executive Secretary - Anna Wright; Vice President – Brian Rohman, and Treasurer – Melissa Entzminger in February regarding a security issue with ICTA's Paypal account. This issue resulted in identifying changes in processes that will make the financial transactions more secure.
- During the spring semester, I worked with Parkland College's Applied Media Promotions (AMP) student staffed strategic communication firm to develop a strategic communication plan for ICTA – the plan included recommendations for improving the navigation and look of the ICTA Website, creating a template for a newsletter that matched the Website, recommendations for Board re-organization and communication strategies to increase membership. A draft of the recommendations was presented at the January Board meeting with a final draft being presented at the April Board meeting. Several recommendations will be helpful in working toward the goal of improving communication and increasing membership

- Assisted Vice President Lis Stout with convention planning. I attended a meeting at the convention hotel to review the contract and do a walk through. I provided information and shared what I did for the 2017 conference.
- I submitted one panel proposal and was included on a second panel submission – both were accepted.
- Contacted long time members to invite them to convention
- Developed two baskets to donate to convention as well as contacting potential sponsors.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Julie Weishar".

Julie Weishar
ICTA President