



2015 REPORT FROM THE COMMUNICATIONS COMMITTEE

Translations

TAU-USA is now completely printed in both Spanish and English and mailed out to individuals. In 2015 there has been three articles for each issue translated into Korean and posted on the NAFRA website. *The Franciscan Journey* has been translated into both Spanish and Korean. I have been told they will be available to purchase in early Fall. Current projects include translating *Essential Documents*. It has been suggested that more formation materials be translated.

NAFRA Website

Updating/redesigning the website has been an ongoing topic of discussion. The computer committee maintains the website/database and makes whatever changes are required or requested. At last year's meeting it was decided that Mary Stronach and Willie Guadalupe would be responsible for writing an RFP to develop uniform navigation templates for use in updating various home pages on the NAFRA website. The current technology for the website is about 17 yrs. old and the database's technology is about 14 years old. This Draft Request for Proposal is complete and will be presented for discussion on October 13, 2015.

Social Media

We have a Facebook page but there is not much activity. We need a manager but at this point have been unable to find someone willing to take it on. Jerry Rousseau has been unsuccessful this year in finding a FACEBOOK manager. Opinions are that Social Media is necessary to attract younger members. It is also possible we will pair up with the Vocations Committee for this topic since one of the primary goals would be vocations of younger members.

Future Directions

TRANSLATIONS

- Expand number of articles of the TAU-USA in Korean on the website.
- Possibly expand to include articles in Vietnamese.
- Continue to translate into Spanish the Essential Documents - especially the National Statutes, and other formation materials.

WEBSITE

- Continue discussion of updating website and possibly forming a "website committee" made up of members from Computer Committee and Communications Committee and any other computer savvy individuals.

SOCIAL MEDIA

- Explore working with the Vocations Committee in this area. Recruit people who are knowledgeable and willing to help out.

DIRECTORY OF REGIONAL COUNCILS

- To facilitate more communication between regions and their councils, it was suggested we attempt to have available a directory of regional councils.