

Communications Director Report for the OK-AR 2015 Meeting

We are grateful to following who placed advertisements in the newsletter:

Hawkes Learning, Cengage Learning, WH Freeman, and the University of Tulsa

An unknown number of emails were sent through the national office. The number of postcards mailed were 166, part of an exponentially decreasing trend for the past nine years. Eight chairs contributed campus news, which is typical.

There were \$300 in advertisements and approximately \$160 in expenses, resulting in a net profit of approximately \$140. (The USPS unfortunately sold me first-class-letter stamps instead of postcard stamps, which are 34 cents apiece.) The number of printed newsletters was increased from 70 to 100.

Transaction	Amount
Hawkes Learning Ad	\$50.00
Cengage Learning Ad	\$50.00
WH. Freeman Ad	\$100.00
University Tulsa Ad	\$100.00
Net Income:	\$300.00
159 49¢ stamps	-\$77.91
166 postcards	-\$15.46
100 booklets	-\$67.99
Gross Expenses:	-\$161.36
Net Balance:	\$138.64

I appreciate the assistance provided by Dale Alspach, Julia Dills, Jill Guerra, Kristi Karber, Scott McClendon, Amy Schachle, Ron Smith, Lee Turner, Anita Walker, the department chairs, and others who contributed to the newsletter and website.

Respectfully submitted,

Michael Lloyd, Communications Director
March 31, 2015

