

BLS Communications Committee

Meeting Agenda

Thursday, February 6, 2020 at 2:00 p.m.

Hyatt Regency Orlando in Bayhill 31

1. Lexology “Opt-Out” Format Proposal
 - a. Co-branded email communications to members
 - b. BLS already uses in an “Opt-In” capacity
 - c. Can use as an additional advertising tool for upcoming events alongside Lexology content/articles
 - d. See information attached to Agenda

2. Website upgrades
 - a. SSL security certificate conversion – Completed 2019
 - i. Some users had difficulty accessing non-secured site
 - b. Proposal – Google Recaptcha Spam Blocker
 - i. Would prevent Spam bots from spamming website forms
 - ii. Forms are the main ways people join committees—would ensure that requests to join committees are not missed
 - iii. Cost \$150-\$200 (onetime fee)
 - c. Proposal – Voting system for EC vote emails
 - i. Is there a better system to track online votes than Tracey counting email replies?

3. Constant Contact spam/email issues

4. Past Chairs Webpage
 - a. Compile photos from past EC Retreats—Volunteers?

5. BLS Blog
 - a. Updates to Blog format. Proposals:
 - i. Add links to the Blog drop-down: BLS Blog and Submission Guidelines. Not clear that clicking the button takes you to the Blog homepage, as many of the other buttons with drop-downs are non-functioning. Add submission guidelines as separate drop-down choice to make it easier to find.
 - ii. Add author identification to Blog thumbnail/preview page.
 - iii. Add more preview text per article