



ST. ROSE'S ALUMNI ASSOCIATION USA Inc.
COMMUNICATIONS & PUBLIC RELATIONS COMMITTEE REPORT
Email: publicrelations@strosesalumni.org

ANNUAL GENERAL MEETING
May 2021

Co-chairs: Compton Grose and Lorraine Croft-Farnell

Members: Andrea Charles Bradshaw, Byron Henry Jr., Claire Moseley-Taylor, Compton Grose, Dean Massiah, Desiree Wharton, Lorraine Croft-Farnell and Michelle Matthews

Our Communications and Public Relations Committee is tasked with maintaining the website and Facebook page. It is essential for communicating with our membership and the public, for effective fundraising, helping with maintaining our membership, informing our supporters, and fulfilling the Association's mission.

- 1. Facebook account.** Our Facebook page is very active and includes some items which are not posted on our website. The link to access our page is <https://www.facebook.com/St-Roses-Alumni-Association-USA-Inc-153727031305291>. Presently, there are 1,665 followers and 1,646 likes on our page. We encourage any alumni who are following our page to share their name (maiden and married), email, house and year of graduation so they can be included on our international alumni database. Info will be shared with the Membership Committee and will be kept confidential.
- 2. Twitter.** The Committee is asking for assistance in the upkeep of our internet Twitter account. Our account <https://twitter.com/StRosesAlumUSA> is established although there is no activity.
- 3. Website.** The website maintenance is an ongoing work in progress. The website is user friendly and is supported by the Word Press platform. All payments including donations are now being accepted on our website by Paypal, Debit/credit card, Zelle, CashApp or Venmo. Please visit <https://strosesalumni.org/>. Our sincere appreciation to alumni Wayne Farley, Byron Henry Jr. and Dean Massiah for their technical support.
- 4. Newsletter.** Our newsletter for the first quarter was published and communicated on April 12, 2021. It seems that sometimes this Mailchimp communication goes into your spam mail. If you have not received the newsletter but would like a copy, please email us.
- 5. A December to Remember Virtual Concert.** On December 27, 2020, the committee teamed up with the Fund-Raising committee to host the Virtual "A December to Remember" on YouTube and our Facebook page. Based on the feedback, it was an enjoyable and successful event.
- 6. St. Rose's High School.** With the collaboration of the US and Guyana Alumni Associations and the school's Administration facilitated the first live stream on Facebook and YouTube of the Virtual Graduation and Prize Giving on November 30, 2020 at the Arthur Chung Convention Center. Thanks to the expertise of Keon Smith, the President of the Guyana Chapter and Randy Hamilton, a senior at Marian Academy. It is our hope that this type of collaboration will be strengthened so that other school events can also be live streamed.

We are looking for volunteers to offer technical support, assisting to write our press releases or publications on our website or Facebook page and anyone familiar with using Mailchimp. Please email us, we look forward to you coming on board.