

## Mary Hess / Networking Coordinator

### November 2017 Report for the Business Meeting

Right now we have 1037 email contacts in our database (a net increase of 57 from March), of which 388 are active members (a net increase of 18 from March). We seem to be “holding our own” in general membership terms, but are by no means growing appreciably.

**eREACH:** I believe that our newsletter has the most reach of anything we do in terms of communication. We now publish it on a regular schedule (January, April, July and October), with a mix of news which generally includes something from our president and/or program chair, information about association members, religious education resources that are freely available, and other information that I believe is pertinent.

**Website:** I have been updating our website as necessary. Given the sprawling and participatory nature of this organization’s leadership, it is easy to make mistakes – I welcome content and editing suggestions! Note that you can find all of our proceedings from recent years there for easy download in a nicely formatted pdf, as well as links to our social media.

**Facebook:** Currently we have 518 “likes” for our page, which means that that is the potential immediate audience for our posts there, with more “reach” as people share information outward. This is an increase of 28 from my last report. We are not currently paying for any promotion at Facebook.

**Twitter:** We currently have 221 followers, which is a net increase of 6 since my last report, and we are following 103 people/organizations, which has remained static. We not currently paying for any promotion at Twitter.

**Vimeo:** Our video stream is held at Vimeo, and the analytics there report that we’ve had 82 plays since March, with 4 watched through to the end. The most watched video since March is the first plenary from the November 2016 meeting, followed by the video which was produced for the 2014 meeting (*Remembering Violence: Risky Pedagogies and Contested Aesthetics*).  
Oversee development and integration of technical networking resources/digital tools.

**Additionally:** This year I have also worked to prepare and publicize the AAR / REA session. The session will be held on Sunday, November 19th - 6:45 PM-8:15 PM at the Marriott Copley Place in Boston, and will celebrate and engage a book just published, which was edited by Eleazar Fernandez and includes chapters by several REA members: *Teaching for a Multi-Faith World* ([goo.gl/uPBTSb](http://goo.gl/uPBTSb)).