**Communication**

**1.5 Newsletter – Louisiana Section**

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| **1. Section/Branch** | Louisiana Section |  |
| **2. Section/Branch Size** | Medium |  |
| **3. Project Contact** |  | |
| Name | Patrick Landry, PE | |
| Phone Number | (337) 482-0680 | |
| Email | [Patrick.Landry@la.gov](mailto:Patrick.Landry@la.gov) | |
| **4. Project Category** | Communication | |
| **5. Project Description** |  | |
| **6. The Process**  (What you did, When and How) | We publish a quarterly newsletter to present the Section’s news to our membership. | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Publications Committee. The President Elect serves as the Chairman. The Vice President serves on the committee to insure smooth transitions between ASCE years. A representative from each Branch also serves to assist with obtaining articles, editing and ad revenues. We also have an Editor that assists with the compilation and interactions with our printer. | |
| **8. Time Frame**  (When Started, When Completed) | On-going with the new President Elect responsible for the November issue every year. | |
| **9. Success Factors**  (The Parts that Worked Really Well) | Having the Vice President sit on the committee greatly decreased the learning curve and the stress associated with taking over the journal. | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | The ad revenues should all be for the same time period and expire on the same journal issue. We had quite a time keeping track of the renewals. | |
| **11. Creativity**  (This is something off the wall that we did) |  | |
| **12. Administration**  (What was most Important?) | A well-organized committee greatly aids the collection of articles that is of interest to the entire Section, which in our case represents the entire State of Louisiana. | |
| **13. Follow-Up**  (What was most important?) | Give your authors a stated deadline and provide regular reminders. | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Planning | |
| **15. Cautions**  (What you should NEVER do with this project?) | Think that things will work themselves out or people will remember your deadlines. | |
| **16. The Outcome** | An award-winning newsletter/journal. | |
| **17. Ongoing Activity**  (Would you do it again?) |  | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  | |
| Name |  | |
| Address |  | |
| Phone Number |  | |
| Email |  | |
| **19. Additional Comments** | Our Louisiana Civil Engineer Journal won the Outstanding Newsletter Award for Large Sections/Branches. It is a black and white (grey tone) magazine on glossy paper. We try to make the LCE Journal something that our membership finds interesting, while limiting our advertisements to what is needed to defray most of the publishing costs. | |