

Introduction

I have been the NAGT Media Editor (ME) for 1.5 years. This report will build off of what I reported last year. The ME position has a term of three years, with the current term beginning March 2024 and ending June 2027. The ME receives an annual stipend of \$2500 and is responsible for producing the monthly newsletter, NAGTNews and serving as non-voting ex officio member of the Executive Committee. Until March 2025, the ME maintained a consistent, professional, and positive presence on social media platforms, including Facebook, LinkedIn, and X. Tasks associated with maintaining a social media presence was distributed this year: the ME posts about the publication of NAGTNews, ITT articles, and JGE articles of the month.

Goals & Progress March to September 2025

Since coming into this role 18 months ago, I have learned and refined the protocols and procedures to ensure accurate and timely production of the NAGTNews. I am now looking for ways to increase readership and submitted content. One way I am doing that is co-convening a session at AGU25 that is focused on frameworks, strategies, and modes of science communication. I regularly attended monthly Marketing and Communications meetings, Executive Committee meetings. I collaborate closely with the Executive Office staff and leadership including Anne Egger, Mitchell Bender-Awalt, Monica Bruckner, and Brianna Douglas.

Submissions from Community Members

One of the key components of community newsletters and social media is the number of content submissions from community members (Figure 1). Since October 2024, 44 separate entries have been submitted to the NAGTNews requests by 31 unique people. The other way that community content is shared is through email. Since October 2024, I have received 60 separate emails from 22 unique individuals to add entries to the newsletter. Combined, there has been a 37% increase in the number of community submissions to NAGTNews. These submissions are the foundation of the newsletter.

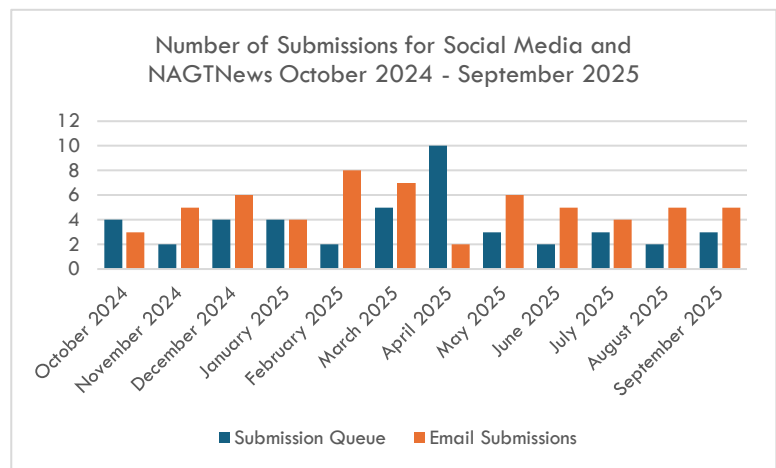


Figure 1. Record of community submissions to ME.

NAGTNews

Assembling the NAGTNews monthly electronic newsletter includes the following tasks: monitoring and responding to submissions to the news; soliciting input from the national leadership as well as Division and Section leaders; responding to editorial comments from Executive Office staff; and working with Executive Office staff to ensure the newsletter is delivered on a regular schedule. I assemble newsletters independently and have them reviewed by Executive Office staff. Except the September 2025 newsletter, all newsletters were successfully broadcast on the second Thursday of each month. On average, it takes approximately 20 hours per month (range of 18-24 hours per month). This is a decrease when compared to last year, which I attribute to a better understanding of the processes.

To understand the reach of NAGTNews, monthly newsletter traffic and analytics were evaluated (Figure 2). Between October 2024 and September 2025, the newsletter was sent to 1101-1404 distinct emails. The highest number of recipients (1404) was in February 2025 and the lowest number of recipients was 1101 in March 2024. On average, 57% of recipients opened the broadcast. The lowest opening rate of 50% occurred in March 2025 and the highest (73%) occurred in January 2025.

Because NAGTNews is housed on a page on NAGT's website, web-based viewership serves as another measure of engagement. These data are available for each newsletter. To maintain consistency in data analysis over the last year, monthly viewership was assessed for the 3-month period following the newsletter publication date (Figure 3). The total number of page views varied between 241 (99 unique visitors) in October 2024 and 640 (134 unique visitors) in May 2025, with an average number of page views of 342 (123 unique visitors) over the analysis period.

NAGT Executive Committee

The ME serves in an ex-officio capacity on the NAGT Executive Committee and provides regular reports on ME activities by attending all Executive Committee meetings; works with the editors of In the Trenches and the Journal of Geoscience Education to develop synergies and strategies for cross-promotion; follows the current and any future agreed-upon policies, procedures, and practices on behalf of NAGT; and regularly verifies understanding the NAGT Conflict of Interest policy, ensuring that no conflicts exist. I have attended all Executive Committee meetings, providing input when appropriate and answering questions.

Challenges and Anticipated Needs

The greatest challenges I have faced as the ME are related to technology and temporary and sporadic glitches in working on the SERC platform. I work closely with SERC staff to ensure these challenges are overcome. SERC staff have been helpful supporting the continued improvement of NAGTNews by granting access to NAGT resources and organizational structures.

There has been an increase in the number of submissions. Most people are using the submission queue and providing visuals to accompany their content. I continue to have entries emailed to me, primarily from people new to the organization.

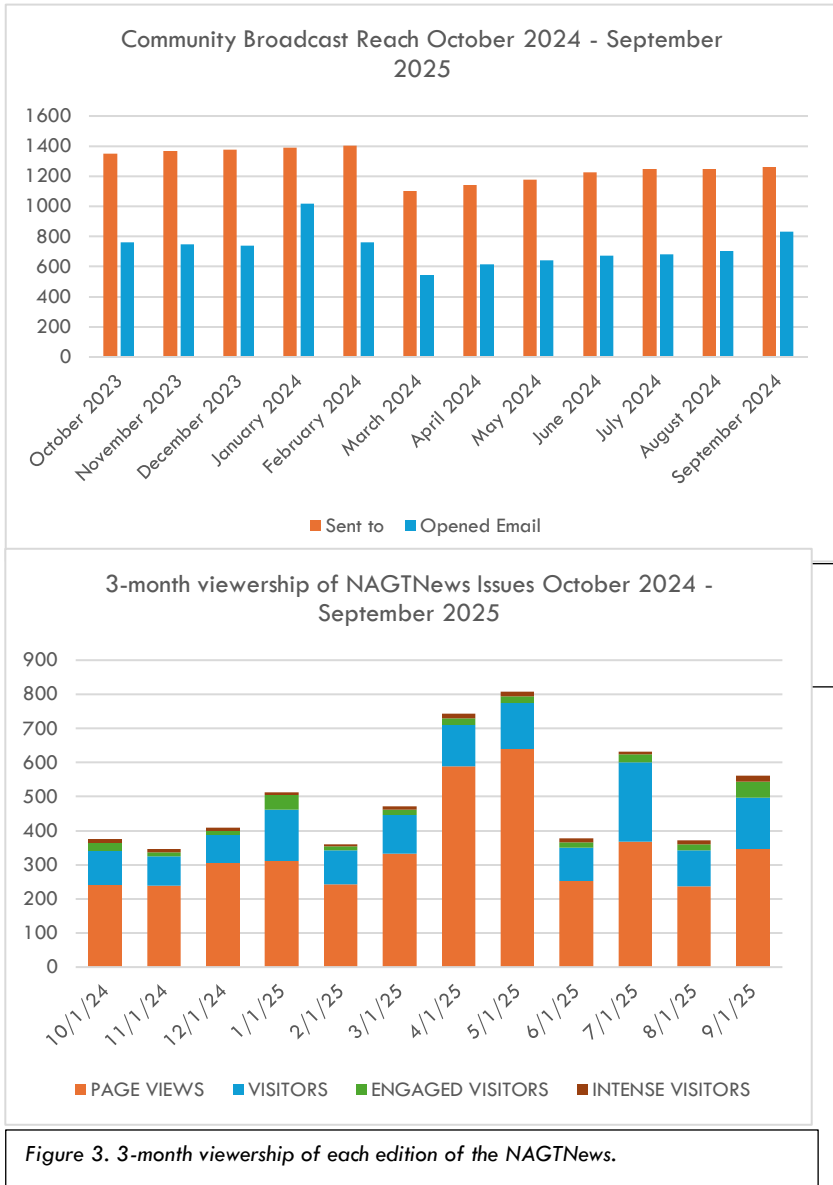


Figure 3. 3-month viewership of each edition of the NAGTNews.

Goals for Future Work

My primary goals are to increase the number of people reached by both social media and the NAGTNews. To do this, the value of NAGT membership and participation must be clearly communicated to interested parties, including members, potential members, and sister organizations, through social media and the newsletter. I would like to explore the possibility of creating a table of contents so people can click on sections that they are most interested in.