

# Giving Life to ASA Communities



Notice how similar the words “*community*” and “*communication*” are. The base of these words (*commun*) literally means “**to do**”. The key to vibrant ASA *Communities* are the things Community Leaders **do** that effectively engage members to also be **doers**. As **such**, *communication* within ASA *Communities* is so much more than an e-mail or announcements at a business meeting. It is the work of encouraging and helping members to be active participants in the programs and services of ASA.

As an ASA Community Leader, you have been entrusted to be the catalyst in leading your community forward. Your leadership in communication will largely define the life of your community. Many opportunities are available to engage members. Here’s a list of 13 potential communication options that is in no way exhaustive. Some you will need to do yourself; others you should enlist others for assistance. Most importantly, commit to be a doer yourself, and others will follow.

1. Create conversations and inform through your Community List-Serv
2. Keep fresh content on your Community Webpage
3. Plan an effective Community Business Meeting, either at the ASA Annual Meeting, other meeting during the year, or virtually
4. Write an article for CSA News about your Community and its achievements
5. Find opportunities to engage students. For example, consider an oral or poster graduate student competition.
6. Create an informative Community poster for the ASA Annual meeting
7. Solicit sponsorship for your Community’s events and activities
8. Create a Community exhibit at other non-ASA organized meetings
9. Know your role and how to get things done by participating in the monthly Community Connection teleconference call
10. Communicate with your Section Chair and Board Representative
11. Co-host a session or symposium with another Community or with a CSSA and SSSA Division
12. Encourage Community members to prominently highlight their Community name on their posters and talks
13. Contribute science posts and info to ASA’s Social Media sites:  
*Twitter:* @ASA\_CSSA\_SSSA  
*FB:* facebook.com/ASA.agronomy  
*Linked In:*  
linkedin.com/groups?gid=2220371

Details for how to do each of these options can be found in the ASA Leadership Handbook or by contacting Sara Uttech ([Suttech@sciencesocieties.org](mailto:Suttech@sciencesocieties.org) or 608-268-4948). Also, share additional ideas with Sara so this list can be enhanced.