

2015 Annual Report of the KORA Council Standing Committees, Subcommittees, Service, Special Interest and Support Groups

Name of Group: Communications sub-committee Photography

2015 Chair: Joe Luciano

Chair since what year? 2015

2016 Chair: Joe Luciano

1. Current mission statement: Our purpose is to work for and on behalf of KORA by providing images of residents for residents and KAO.

OBJECTIVES:

- (1) Photograph new residents for KORA welcoming bulletin board, the library, digital and print directories, Kendalight, KAO medical records, and Archives.
- (2) The New Residents photos will be accessed from KAO files as needed for identification and remembrances.
- (3) Photography Committee members will take event images of interest for Bulletin Board and use in Kendalight.
- (4) Residents are required to sign permission release statements and may check any of the following:
 - (a) Internal use: resident publications, bulletin boards, event photos;
 - (b) Marketing use: Kendal at Oberlin advertising, print material, website, and social media;
 - (c) Marketing use: Kendal Corporation print and online useOR
 - (d) I do not grant permission for disclosure of photographs. These permission slips are included in your *Welcome to Kendal at Oberlin* packet from Admissions Office.

This subcommittee of the Communications Committee shall consist of a clerk and sufficient number of photographers to fulfill needs as they arise. The intent is to have committee members cross-trained so as to be able to assist one another or replace one another when need arises.

Photographers are required to own high resolution cameras and computer with appropriate photography software, and ideally to have a passion for photography with sufficient training or willingness to be trained to be able to provide high-quality images of requested sizes. Having a good “photographer’s eye” and ability to work together when needed is desirable. Print images will be printed on archival printer to ensure quality.

2. Changes to mission statement? Yes or No. Please indicate changes as necessary

3. Summary of activities and accomplishments: Developed the above Mission Statement and committee structure.

80% of all newcomers as of 10/20/15 have been photographed. Their pictures have been placed on the Library Resident Picture Wall and distributed appropriately.

4. Problems? Needs? I, Lyn, am catching up as quickly as I new residents are available with three more scheduled for next week.

5. Plans for 2016 and future: (1) To increase number of photographers and helpers; (2) Increase the scope of the mission by including photographers who take pictures of Kendal events for Bulletin Board, Channel 19, and for marketing purposes.

6. Committee Members List, special assignment as needed: Clerk: Joe Luciano; Photographers: Lyn Cope, Eleanor Helper, Gary Olin and Sally Nelson-Olin.

Newcomers Randy Wagner and Kathy Caldwell have expressed interest in possibly becoming involved. With encouragement, Kathy Caldwell is willing to take on photographing Kendal pets.