

Dissemination and Publication of Quality of Life Indicators Project Blue “Booklet “

To help our decision making about the mailing of the summary Booklet of the project results, here are some facts as I remember them.

. Background, (or the Remarkable and Quite Tedious History of “The Report,” Its Birth, Profitless Adventures, and Near Death)

The 8-page summary booklet is on the Web and appears as a pdf file that can be downloaded with Adobe Acrobat (thanks to Lisa Burton and Norm Bundik), for those who have this free software. However, our Project’s preliminary conclusions spelled out in the Booklet are invisible at this point to the public.

I have heard it said that we are not confident or proud of this Booklet of preliminary conclusions and should therefore keep publicity about it low key and distribute it narrowly. I for one am very proud of this final product and we all should be.

It is my understanding that we were doing months of revising and condensing to craft a version that we could distribute widely instead of mailing out the big Report, or the shorter version, or a one-page, tri-fold flyer we once talked about producing. That the Report itself may never get on the Web was another factor I believe in our plans to mail the Booklet broadly. (Lisa Burton has reformatted all of The Report and prepared it to be edited; Todd is mulling it over.) During this period Ruth Hibbard and I, with the Council’s direction and help, continue to compile a Project-specific mailing list for such a broad distribution effort. You directed me to include the Ag, Survey stakeholders, the Faulkner Farm group, etc, and Roma checked and added some names and organizations. Ruth found as many names and addresses as she can. (It should be a good list, with no name duplicates.)

It’s right here that there is a glitch. Jerry believes that he was to direct Ruth to order mailing labels through the Mailing Club and, I discover just the other day, she spends considerable time getting the list to them. Was this something we decided? What sort of selection of addresses has Ruth or Jerry or the Council made? I do not remember this at all. Will the Mailing Club handle the mailing and the printing of the Booklet? Why should Ruth not print out the labels herself? I am clueless and need your help to figure out what I missed.

I proceed with the idea that we are mailing to everybody, and the Council directs me to make new copies of the slightly revised Booklet and to copy a cover letter I draft and which you approve as well. Now how many copies am I to make? Well, the answer, I think, is the number on Ruth’s evolving list, now approximately 600+.

At this point, the Treasurer questions my actions, charging me with usurping the Council’s authority and countermanding his efforts to direct Ruth, and I stop the process.

Cost Estimate for Mailing 8-page Summary Booklet

In case we want to mail out 600 copies, here is an estimate of costs, based on Kinko’s and other sources:

600 copies of two 11 by 17 sheets, printed both sides,	\$360
folding and stapling	90
600 individual 8 1/2 by 11 cover letters	42

tax	36
Booklet costs	528

600 Mailings of 2 oz. package (no more) via Kinko's	
bulk rate services at 30 cents each (normally 57 cents)	180
600 9 by 12 clasp envelopes Staples #918344	12
Ruth Hibbard's work to stuff, label, sort and mail (7 hrs.)	70
For a total of (\$1.32 / mailing)	\$792

200 mailed copies would cost approximately \$244.00, and 400 about \$518

NOTES

1. The Northridge Project Faculty , Students, Deans and also local Educators are not included in the list as of 1-11-02. The people who did the research and wrote the draft Report have not seen any of this.
2. The original budget allocated \$1,350 for "Translation Fees" to put the full Report on the web and \$1,000 for "Printing," which included mailing out results. (We received \$9,750 for the Project overall.)
3. We have approximately 200 copies that have slight errors on the front and back covers. (We were undercharged for them by more than half.)