

 **AMERICAN  
LEGION**  
**Department of Michigan**  
Veterans Strengthening America

**7 February 2026 Media & Communications Committee Meeting Minutes:**

The meeting of the American Legion Department of Michigan Media & Communications Committee, held at Double Tree of Port Huron, Ballroom one was called to order at 0801 hours by committee chairman Steve “Radar” Caudill.

**Rollcall:**

Committee Secretary Fitzgerald conducted a roll call. Two committee members were present. Quorum requirement met. Seventeen guest in attendance.

**Reading of Minutes:**

1. Minutes from the 26 September 2025, Fall Conference were read and accepted minutes as written, subject to audit.

**Unfinished Business**

NA

**New Business:**

Strategic Website Evaluation Survey (**OPEN**)

Chairmen Caudill briefed the committee members and guests on the results of the department’s Strategic Website Evaluation Survey. The following is the summary of that briefing:

The Strategic Website Review Survey shows strong support for the Department of Michigan’s mission but identifies significant challenges in navigation, document access, and overall usability. While members value the website’s alignment with organizational values and its role in promoting transparency, they report difficulty locating essential resources, encountering outdated or broken content, and navigating an interface that feels cluttered and visually outdated.

Members consistently highlighted four priority areas for improvement:

- Streamlined access to forms and documents
- A more intuitive navigation structure
- Enhanced mobile performance
- More frequent content updates

Additional requests include a prominent MyLegion.org link, centralized district paperwork, improved graphics, and stronger operational tools such as an upgraded event calendar and registration system.

In response to the survey, and in coordination with the Media & Communications Coordinator and Department Adjutant, several recommended improvements have already been initiated. Early actions include repairing broken links, consolidating district paperwork, adding a MyLegion.org link, and beginning accessibility and mobile responsiveness reviews. These steps demonstrate early momentum and a commitment to addressing member concerns promptly.

The broader phased plan continues with mid-term structural improvements—such as homepage redesign, improved search functionality, and role-based resource hubs—followed by longer-term investments in a document library, content governance, and ultimately a full professional redesign to modernize the site and ensure long-term sustainability.

Overall, the survey results point to a clear path forward: continue executing immediate fixes, strengthen structure and usability in the next phase, and invest in a comprehensive redesign to support member engagement and operational efficiency.

**Adjournment:**

With no further committee business, the meeting was adjourned at 0848 hours.

Submitted by

//Signed//

Steve "Radar" Caudill, Chairmen, Media & Communications Committee  
3rd District Adjutant

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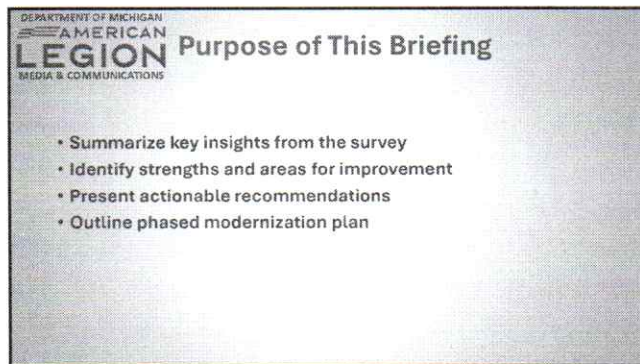
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DEPARTMENT OF MICHIGAN  
**AMERICAN LEGION** Survey Overview  
 MEDIA & COMMUNICATIONS

- 47 survey starts
- 25 completed responses
- Conducted via Constant Contact
- Respondents Department Executive Committee Members

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DEPARTMENT OF MICHIGAN  
**AMERICAN LEGION** Mission Alignment  
 MEDIA & COMMUNICATIONS

How well does the website reflect the mission, values, and priorities of the Department of Michigan?

- 40% say strongly
- 48% mostly aligned
- 12% somewhat aligned
- 0% not aligned
- Takeaway: Strong foundation

Mission Alignment

Alignment Level	Percentage
Strongly Aligned	40%
Mostly Aligned	48%
Somewhat Aligned	12%
Not Aligned	0%

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DEPARTMENT OF MICHIGAN  
**AMERICAN LEGION** Visibility of Key Initiatives  
 MEDIA & COMMUNICATIONS

Are the Department's key initiatives (e.g., membership, advocacy, youth programs, veteran services) clearly represented?

- 68% prominently represented
- 20% somewhat
- 12% needs improvement
- Takeaway: Improve clarity and consistency

Visibility of Key Initiatives

Representation Level	Percentage
Prominently Represented	68%
Somewhat	20%
Needs Improvement	12%
Not	0%

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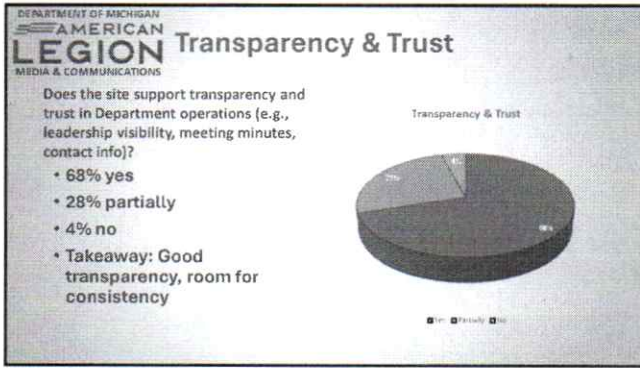
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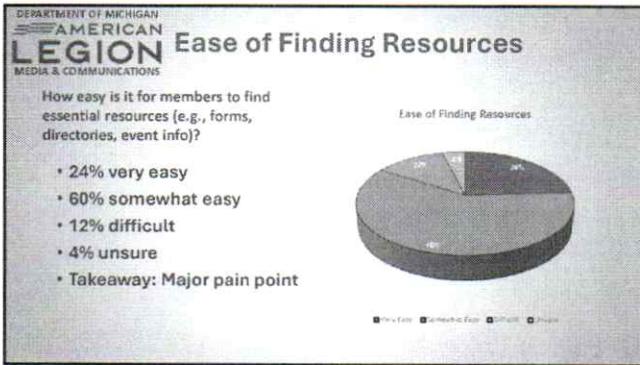
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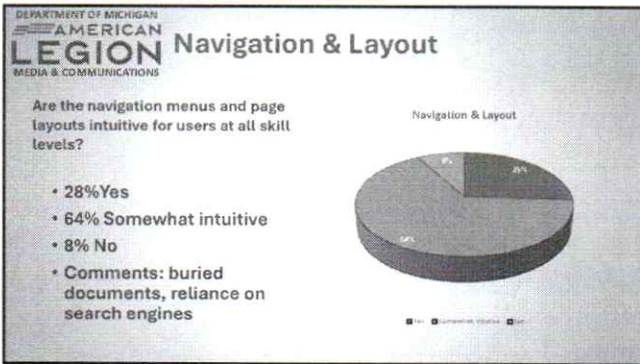
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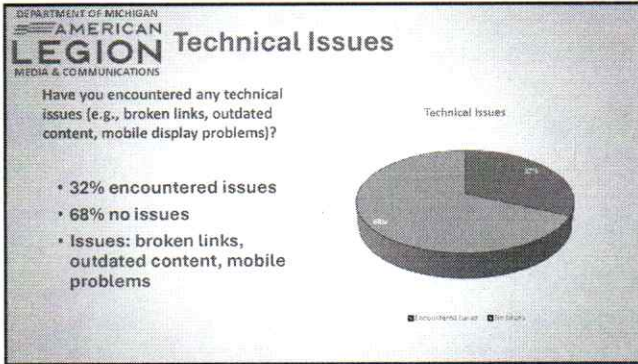
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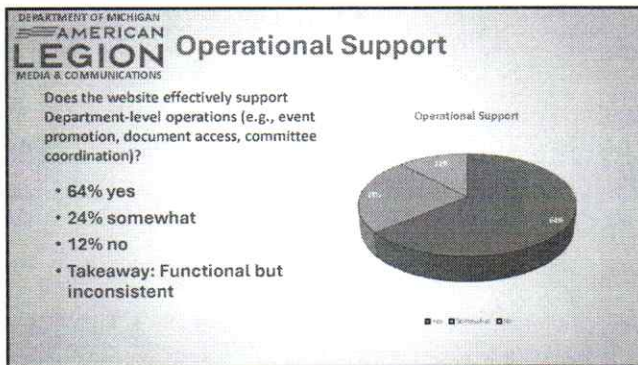
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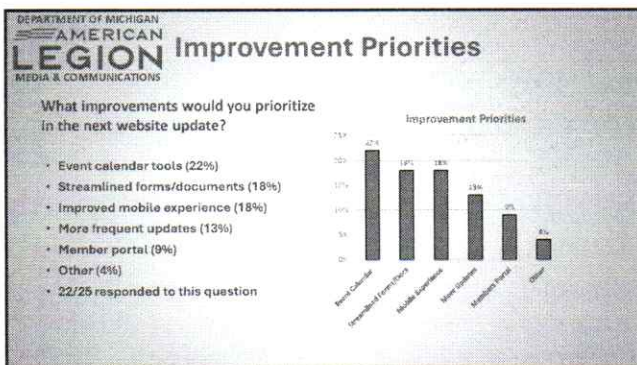
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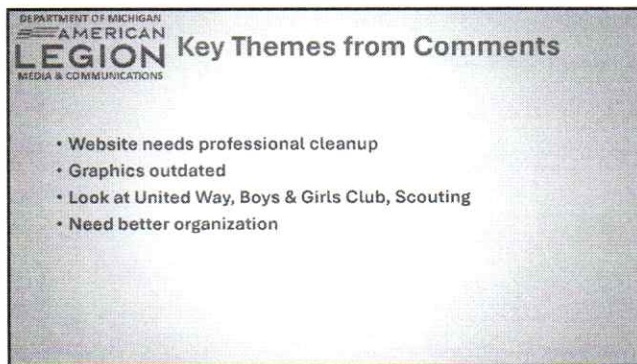
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DEPARTMENT OF MICHIGAN  
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**LEGION**  
MEDIA & COMMUNICATIONS

### Recommendation 1 – Rebuild Navigation

- Role-based hubs
- Consolidate district paperwork
- Reduce redundant links
- Two-click access to key resources

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**LEGION**  
MEDIA & COMMUNICATIONS

### Recommendation 2 – Modernize Visual Design

- Update graphics and layout
- Adopt nonprofit best practices
- Improve readability
- Refresh homepage

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**LEGION**  
MEDIA & COMMUNICATIONS

### Recommendation 3 – Improve Search & Document Access

- Add site-wide search bar
- Centralized document library
- Filters and breadcrumbs

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**LEGION**  
MEDIA & COMMUNICATIONS

### Recommendation 4 – Strengthen Mobile & Accessibility

- ADA audit
- Optimize mobile menus
- Accessible PDFs

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**LEGION**  
MEDIA & COMMUNICATIONS

### Recommendation 5 – Enhance Operational Tools

- Improve event calendar
- Add MyLegion link
- Standardize updates
- Add "What's New" section

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**LEGION**  
MEDIA & COMMUNICATIONS

### Recommendation 6 – Fix Technical Reliability

- Link audit
- Remove outdated content
- Uptime monitoring
- Quarterly content review

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DEPARTMENT OF MICHIGAN  
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**LEGION** Redesign  
MEDIA & COMMUNICATIONS

**Recommendation 7 - Long-Term**

- Professional rebuild
- Analytics integration
- Content governance model
- Follow-up survey

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DEPARTMENT OF MICHIGAN  
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**LEGION** Phase 1 (0-60 Days)  
MEDIA & COMMUNICATIONS

- Repair links
- Consolidate paperwork
- Add MyLegion link
- Begin ADA audit
- Clean navigation

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DEPARTMENT OF MICHIGAN  
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**LEGION** Phase 2 (60-120 Days)  
MEDIA & COMMUNICATIONS

- Redesign homepage
- Improve search
- Launch hubs
- Enhance event tools

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**LEGION** Phase 3 (120-180 Days)  
MEDIA & COMMUNICATIONS

- Deploy document library
- Complete accessibility updates
- Establish governance

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**LEGION** Phase 4 (6-12 Months)  
MEDIA & COMMUNICATIONS

- Professional rebuild
- Analytics
- Long-term strategy
- Follow-up survey

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DEPARTMENT OF MICHIGAN  
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**LEGION** Closing Summary  
MEDIA & COMMUNICATIONS

- Strong mission alignment
- Navigation and design need improvement
- Members want modern, intuitive site
- Phased plan ensures sustainable progress

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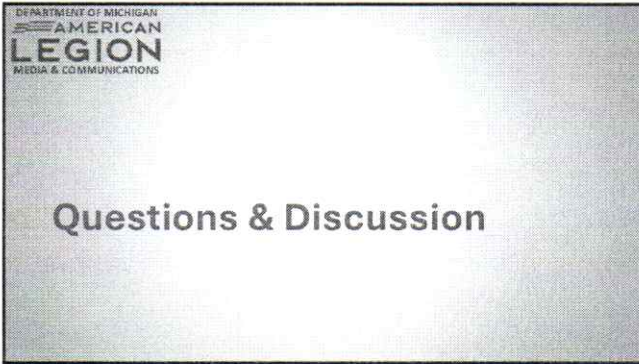
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