

Committee Goals & Objectives

VIII. Communications

The Communications Committee shall be appointed by the President for an initial three-year (3) term and then may be reappointed. Terms shall be alternated so that approximately one-third (1/3) of the committee shall be newly appointed each year. In addition, the President shall serve ex officio as a non-voting member.

A. Objectives

1. Promote the Association's website and support effective communication, through a variety of mediums, to the Membership

B. Goals and Actions

1. Regularly review the Association's website to ensure it is up-to-date and user-friendly
2. Review the Association's printed and electronic materials, including newsletters, magazines, marketing materials, etc., and maintain an advisory role in the contents thereof
3. Make suggestions to Association staff regarding updates, corrections, or minor changes
4. Make recommendations to the Board regarding major changes

Committee Member Responsibilities

1. Have a clear understanding of the objectives of the committee and keep current on the committee's activities
2. Make helpful insights into the objectives and goals of the committee
3. Allow others to present their ideas without interruption and listen with an open mind
4. Complete all assignments accepted, keep your Chairman abreast of your progress, and seek assistance if needed
5. Demonstrate leadership through support of the Association, attendance and participation at events, and active recruitment of new members