

ELEMENTS OF FORMATION FOR APPA ENGAGEMENT

Entity Name: "Communications Strategies"

Purpose

Assess both APPA and the regions various communication and media marketing needs to ensure the membership is appropriately informed of programs, services, and engagement opportunities.

Proposed activities

- Prepare strategic and tactical actions
- Determine best communication outlets
- Prepare

Type of committee and structure

Standing Activity

Charge(s)

Layout strategies and tactical communication strategies and prepare actionable approaches.

Number and composition of members/ staff

At least one volunteer per region*; and, two staff members

*(One volunteer specifically designated by each of the six regions; plus, open engagement to general membership)

Leadership (may be staff or volunteer)

Staff supported; group of volunteers select a chair to work with staff liaisons

Appointment time period

3 years

Method for appointment or selection

Appointment by region board; email response of interest

Commitment and expectations

Timely communications; attend monthly virtual meetings and possible in-person meetings 1-2 times per year; willingness to prepare various communiques as needed by the team

Qualifications

Interest in member communications; demonstrated talent with key media outlets

Reporting line (position title), accountability measures, & cycle

Volunteer chair and staff as needed

Formal Board review period (one, two, or three year time frame)

Every 3 years