

COMMUNICATIONS COMMITTEE

REVISED: SEPTEMBER 2014
APPROVED: SEPTEMBER 2014

PURPOSE:

The Communications Committee (CommComm) is charged with promoting New England Archivists (NEA) news, events, activities, and opportunities to archivists and information professionals in New England and the broader region; informing NEA members of activities and events sponsored by others that would be of interest to them; and promoting NEA and its members as archival experts.

CommComm provides continuity and consistency of branding, marketing, and communications efforts across committees, meetings, activities, and events.

CHAIR TERMS OF OFFICE

3-years (appointed by Board and can be renewed with approval of Board)

WEB ADMINISTRATOR TERMS OF OFFICE

3-years (appointed by Board and can be renewed with approval of Board)

MEMBERS TERMS OF OFFICE

3-years (appointed by CommComm chair and can be renewed with approval of Board)

CHAIR MAJOR DUTIES

- Coordinates information promoting NEA activities by corresponding with NEA Board, Committee, and Roundtable members and then disseminating the information to CommComm members as per their role on the committee.
- Coordinates with other NEA Chairs to implement promotional marketing.
- Submits quarterly reports and attends Board meetings.
- Suggests to the Board policies, responsibilities, procedures, and timelines for communications.
- Proposes to the Board a comprehensive communications plan for NEA that includes short-and long-term plans for communicating with target audiences, including identifying audiences, determining the messages and communication methods appropriate for each audience, and in consultation with other committee chairs.
- Updates and maintain a New England Archivists press kit and other relevant promotional items.
- Submits annual budget request to Treasurer.
- Transfers all records of long term value to the archivist at the end of term.

WEB ADMINISTRATOR MAJOR DUTIES

- Oversees maintenance and administration of the NEA website, ensuring that the site adheres to its mission, and promotes news, events, activities, and opportunities to members and others.
- Works with Communications Chair to keep site updated and relevant
- Coordinates with Web News/Event Content Manager
- Maintains and edits content on all permanent, long standing pages
- Creates and maintains content on Meeting pages
- Back-end administrator for Wild Apricot: in charge of look and feel, usability, web forms, analytics, etc.
- TEMPORARY DUTY: Oversees the redesign and user testing for a visual design based on the Communications Committee's standards of branding

COMMITTEE MEMBERS MAJOR DUTIES

- **Announcement Coordinator:**

Oversees announcements and press releases sent to listservs. Maintains the CommComm contact list.

- **Social Media Coordinator:**

Maintains NEA's social media accounts at Twitter, Facebook, LinkedIn, Pinterest, Vimeo. Creates new social media accounts for NEA if there is a need. Posts announcements and items of regional interest regularly on Twitter and Facebook. Coordinates and promotes social media during NEA Meetings: names the meeting hashtag, makes sure someone speaks to attendees about how to use Twitter, actively tweets and posts images during the meetings.

- **Press Release Coordinator:**

Works with Communications Chair to draft press releases. Works with Copy editor to create a final press release using the NEA press release template. Sends press releases to organizations and institutions with only email contacts. Occasionally sends press releases to SAA *Outlook* and regional media outlets. Will set up policies and guides to working with the media.

The Press Release Coordinator also is responsible for coordinating and sending out post-meeting surveys to attendees.

- **Copy Editor:**

Edits press releases, meeting programs, and some announcements based on NEA editorial guidelines.

- **Graphic Designer*:**

Designs NEA promotional materials. Designs meeting logos and programs. Promotes NEA brand and identity. Provide promotional materials for exhibition at booths at archival and related professional meetings. Coordinates with printers.

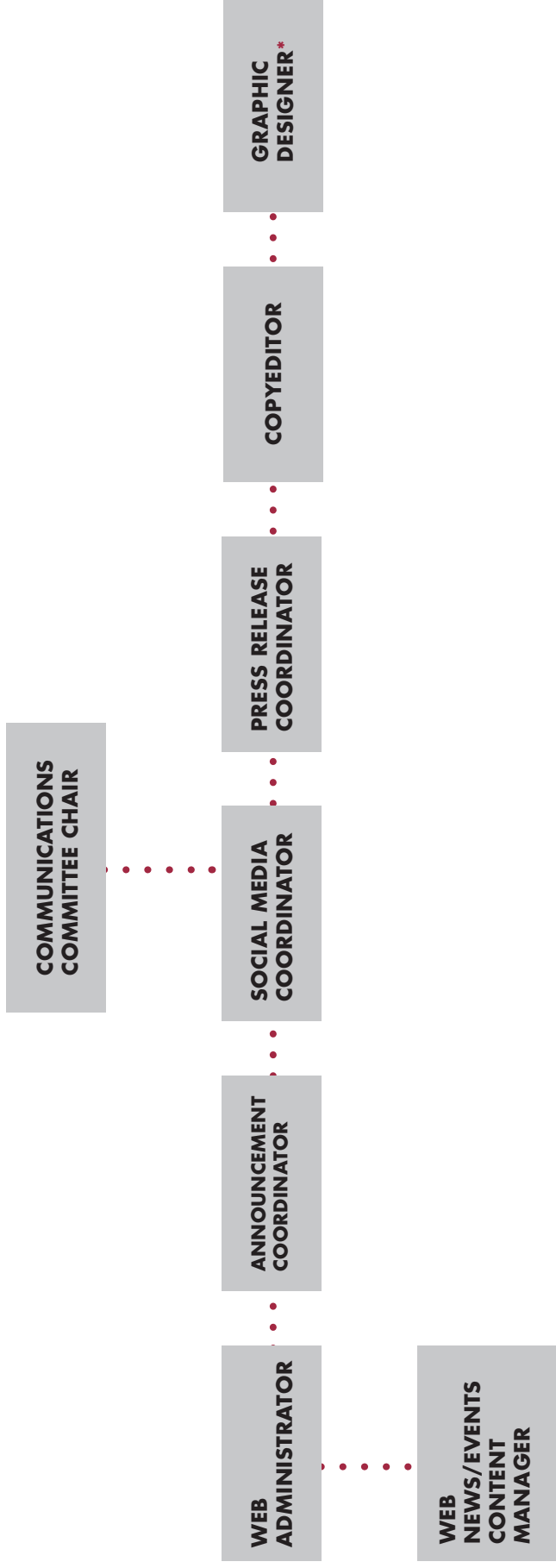
- **Web News/Events Content Manager:**

Coordinates with Web Administrator to update the NEA website for announcements, events calendar, press releases, and other rotating activities. Also is responsible for editing content on these pages.

* From 2013-2016 the position of Graphic Designer is added to the Chair's position and not an stand-alone position on the committee

COMMUNICATIONS COMMITTEE ORGANIZATIONAL CHART*

UPDATED SEPTEMBER 2014



* This position is currently being handled by the current chair. After the current chair's term ends, the graphic designer position will be re-evaluated