



## VCPFA BOARD OF DIRECTORS' POLICY

No. 900

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### CHARTER, COMMUNICATIONS COMMITTEE

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#### MISSION

The Communications Committee shall exist as a body of members appointed by the VCPFA President charged with the mission of developing and recommending a strategic communications plan to the VCPFA Board of Directors. The plan should be comprehensive in nature seeking to accomplish the following:

- To develop methods for, and facilitate, the dispensation of communications from the Board of Directors to the VCPFA membership.
- To develop methods for, and facilitate, the dispensation of official communications from the VCPFA to the surrounding community and public at large.
- To promote the good works of VCPFA members.
- To promote the image of the VCPFA among its membership, the surrounding community and public at large.
- To publicly advocate for and against political candidates or issues whereas such political statements are in the best interest of the VCPFA membership.

#### COMPOSITION AND ORGANIZATION

The Communications Committee shall be comprised of at least three members appointed by the VCPFA President, one of whom shall be the Secretary-Treasurer who may also chair the committee. In accordance with the VCPFA Bylaws the President shall be an ex-officio member of the committee. The President should appoint a sufficient number of committee members to successfully accomplish the mission set forth in this charter.

Committee members shall be allowed to serve on the committee until such time that they voluntarily withdraw their name or when, for good cause, the President revokes an individual appointment to the committee.

Directors of the VCPFA are encouraged to recruit such general members who may have a skill, knowledge base or interest in fulfilling the mission of this committee. Such recruited members shall be presented for consideration by the President at duly noticed Board of Directors meeting.

A quorum shall exist when a majority of committee members are present at duly announced meeting.

### **AUTHORITY AND RESPONSIBILITY**

This committee has been established as a standing committee found in Article VII Section 2 of the VCPFA Bylaws and has been ratified as such by an election of the VCPFA Membership. This committee shall be subordinate to the VCPFA Board of Directors.

The responsibilities of the Communications Committee shall be as follows:

- At least annually, review this charter and as necessary submit amendments for consideration and approval by the Board of Directors.
- Present an annual communications plan to the Board of Directors, normally at the November Board of Directors meeting. The plan shall seek to implement and monitor overall communications including: publications, membership-wide email messages, press releases, announcements, surveys and other communication and promotional materials in a variety of media formats, electronic and non-electronic.
- Provide regular reports of the committee's activities to the Board of Directors.
- Maintain close liaison with other committees of the VCPFA to ensure alignment of objectives.
- Ensure consistent branding and messaging in all communications and materials, promoting an image of professionalism.
- Facilitate communications that are timely, complete and accurate.
- Evaluate and recommend media options for internal and external communications.
- Inform the development of social media and communications policies.
- Monitor the communication practices of the VCPFA to ensure such communications adhere to established VCPFA policy and are consistent with industry best practices.
- Ensure that social networking sites including, but not limited to Facebook and Instagram are dynamic and updated continuously.

### **MEETINGS**

The Communications Committee shall meet as often as reasonably necessary to accomplish the mission and fulfill the responsibilities herein. Given the nature of the 56-hour shift work schedule of most VCPFA members the Chair of the Communications Committee may elect to hold committee meetings via teleconference, webinar or other practical means which affords at least quorum of committee members the opportunity to convene at a pre-arranged date and time.

As necessary, the committee will meet in a joint session with other committees regarding items of concern to both committees.

**COMMITTEE DOCUMENTATION**

The committee shall produce documents related to the conduct of its official business including but not limited to the following:

- Committee meeting minutes
- Official publications of the VCPFA
- Annual communications plans
- Amendments to this charter