



COMMITTEE NAME: Communications (The Website and Newsletter Committee)

Supports this part of mission: Outreach

Purpose: The Communications Committee utilizes the website and newsletter as tools to support WAPRO's member Outreach mission, working in concert with the Policies and Practices Committee, which is also organized under Outreach. The Committee exists to maintain current and meaningful communications and information sharing with WAPRO's membership and potential new members. This is done primary through the organization's website and through quarterly newsletters and other push communications.

Primary Responsibilities:

Website:

The Website portion of the Committee coordinates and assists in keeping the content of the WAPRO website current, recommends changes to the structure of the website, provides "news" and keeps members up-to-date on activities relating to WAPRO and public records. The committee will also consider and recommend other social media technology opportunities and solutions. The Committee will make recommendations, and upon approval, work with a Webmaster as appropriate, relating to changes in the "look and feel" of the website, and other options regarding reaching out to members and the public.

Newsletter:

The Newsletter portion of the Committee is responsible for soliciting, writing, and producing a quarterly newsletter as well as other communication as identified by the Executive Board or as recommended by the Committee. Content of the newsletter will include WAPRO member interests and education, and activities relating to news and events of WAPRO and public records officers. The Communications Committee may work on member outreach by producing surveys to assist in WAPRO program development, ascertain needs of members, and to allow for feedback.

Timing Considerations:

A Communications Plan will be developed and updated annually by the Committee in conjunction with the goals of the WAPRO Executive Board. Web content will be regularly maintained with the assistance of other WAPRO Committees with subject matter

responsibilities. Interaction and representing WAPRO through social media sites may be accomplished in the future.

Works most closely with: All committees work closely with the Communications Committee. The other committee that supports the Outreach element of WAPRO's mission is the Policy and Practices Committee.

This committee needs members who have good written communication skills, enjoy "reporting" news, and those with knowledge of the latest in social media outreach. Website maintenance and management is helpful as this committee may periodically work on special projects with the WAPRO Webmaster.