

P. COMMUNICATION COMMITTEE

1) Committee Composition

- a) The Communication Committee shall consist of the chairman elected at the post-Convention board meeting of the BOM in an election year and at least three (3) members-at-large each of whom will be responsible for a specific assignment issued by the committee chairman.

2) Responsibilities of Committee

- a) Complete tasks assigned by the chairman.
- b) At least two (2) members of the committee will be trained and have the responsibility of maintaining the Virginia PTA website.
- c) At least one (1) member of the committee will be trained and have the ability to create and send VOICE and other emails via online service provider.
- d) At least one (1) of the committee will be trained and have the ability to create and send surveys via online service provider.
- e) Work with committee chairs and executive committee members in creating content for all issues of official VA PTA publications, including The Bulletin.
- f) Publicize, organize and oversee activities related to the annual Outstanding Communications Program and awards.
- g) The committee shall utilize technology to conduct the committee business as often as appropriate.
- h) A Standing Committee Chair power point will be created for presentation at the annual meeting. Formatted power point slides with relevant content to be provided by each Committee Chair.
- i) A District power point will be created for presentation at the annual meeting. Formatted power point slides with relevant new content to be provided by each District.

3) Responsibilities of Committee Chairman

- a) Devise the official Virginia PTA Communications Strategy and individual communications strategies for each activity, event or news item of the Virginia PTA.
- b) Identify and implement technology applications that benefit and enhance

the performance of the State Office, the BOM and the local units.

- c) Assign committee members tasks including, but not limited to the following areas: webmaster, Outstanding Communications Program coordinator and Bulletin editor.
- d) Provide assistance to the State Office, the BOM and the local units in the utilization of technology applications approved for use by the Virginia PTA.
- e) Re-evaluate technology services each year.
- f) Work as a member of the Annual Meeting Committee to create a communications strategy for the event(s).
- g) Work in cooperation with the Office Administrator to enhance communication with members, cooperating organizations, and the general public through press releases, mailings, and electronic communications.
- h) Oversee the administration of the Outstanding Communications Program and awards.
- i) Provide content to and oversee the design and publication of The Bulletin by the Office Administrator.
 - (1) Proofread and edit copy in preparation for publication.
- j) Provide regular VOICE eNewsletter editions to members containing news and information from the Virginia PTA.
- k) The Communication Committee chairman will send all reimbursements to the Secretary.