

Communications & Outreach Committee Committee Description

Description: The Communications and Outreach Committee is designed to let the Ford Alumni Community know about FSAA Board progress, events, and services. They are responsible for increasing engagement of groups within the Ford Alumni Community and work to support their needs/goals.

Oversees development and implementation of the Communication Plan, drafts mass emails, posts on social media, works with newsletter team and Bonnie Williams at The Ford Family Foundation (TFFF) office; designs feedback loops from membership to better understand their needs, goals and how to meet those needs with products/services/programs.

Committee Responsibilities:

Goals:

- **Prepare board and committee members for success**
- **Manage annual communications to alumni and external groups**
- **Edit and assist other committees in creation of Alumni stories, spotlight features, photos and other FSAA news to the Newsletter team**

Tasks:

- Meet monthly
- Report quarterly progress to FSAA Board of Directors
- Post minutes, to-do's, and agendas to Basecamp

Committee Chair Responsibilities: The Committee Chair will set the agenda for monthly meetings, provide necessary trainings for committee members and report on committee's work to the FSAA Vice President. The Committee Chair will also provide a summary to the FSAA Board of Directors at quarterly meetings about the progress on projects, recognition of committee members, highlights of what's going well and committee member requests/proposals (that will be voted on by the FSAA Board of Directors).

Term Lengths:

- **Chair: Suggested 2 years** – Committee Chairs are held by FSAA Board Member. The FSAA Board will elect a board chair for the committee every two years. The elections will take place by vote. A Chair is suggested to manage only one committee, if after a year they would like to re-evaluate and run for a different committee, they can do so at the Summer Board meeting.

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- **Board Member: 1 year** - Board members will choose their committee participation during the June Eugene Board meeting. Board Members may choose up to two board committees to be on.)
- **General Member: 1 year** - General members can start their official terms on committees two times throughout the year: January after the Open Board Meeting or the month after the Summer Board Meeting. General Members are welcome to assist committees before their official term begins, but the FSAA will not provide full onboarding until their term officially begins.

Meeting Frequency: Every committee meets **once a month** at a time set shortly after the Summer Board meeting.

- Committees are not required to meet for any set period of time.
- Committee members can meet online via the FSAA online conference system or meet in person depending on committee members' locations.
- Meetings can be as short as a quick check-in about the progress of projects or a longer working meeting to prepare for an upcoming event.

Absences:

- **Board members** on a committee are required to attend **10 out of 12 committee meetings**. If the Committee Chair is unable to attend a meeting, they must prepare the agenda and notes with another member of the committee before the meeting when the absence is to occur.
- **General members** of the committee are encouraged to attend **8 out of 12 committee meetings**. If they are unable to attend, they must contact their Committee Chair and report on their progress before the meeting occurs. If a member's absences or lack of progress becomes unsatisfactory, the Committee Chair and/or Vice President will schedule a conversation to evaluate the member's interest and redefine expectations as necessary.