



## COMMUNICATIONS COMMITTEE

### Overview

The role of the Communications Committee is to create opportunities for engagement and facilitate communication from International ACAC to its members and between members themselves. Individual Communications Committee members are expected to contribute in the following ways: Create, host, and/or support preparation of web content, online events, and initiatives; Monitor, moderate, and contribute to social media channels; Actively participate in committee meetings, virtual discussions, and newsletter and content creation.

### Responsibilities

Committee members are responsible for building engagement of the membership through primarily modern communication channels. This work focuses on: Updating, creating, and reviewing content for InternationalACAC.org; Contributing new original articles for the Association Blog; Publishing a regular eNewsletter; Engaging the membership through social media channels. It is work that is partly cyclical with hard deadlines, but also partly live and reactionary to ongoing events and public relations of the association.

### Level of Commitment

*Regular contribution to one or more critical service areas, this may include, but is not exclusive to the following:*

- Regular article for InternationalACAC.org blog also to be included as content for quarterly e-newsletter
- Timely social media contribution, such as tweets/posts on Facebook/Twitter that contribute to membership knowledge and interaction—Link to a news story, question of interest, proposal for a new idea, Facebook member survey/poll, thoughts on our workplace/process/recent events, etc. Anything that would be helpful to any number of members and contribute to developing community.
- Sourcing content for an assigned section of the recurring quarterly e-newsletter. i.e.: Admission question.../college campus photo.../secondary school counseling website...
- Moderating Webinar Wednesday sessions—including running the technical controls of the webinar platform and supporting the panelists in the session delivery
- Participation in virtual committee discussions as needed throughout the year.

### **Necessary Traits or Qualities**

Communications Committee members should be representative of the entire membership community. They are responsible for considering the most effective means to engage the association on matters of importance and ways to build community. Committee members possessing the following characteristics will be given preference:

- Proactive participation: Seeking innovative thinkers who can find new ways to engage members in participatory community building.
- Experience with professional writing: A lot of the work entails content building, and familiarity with writing articles or press releases or other written works is essential.
- Comfortable with social media: Individuals should be familiar with curating relevant content for a specific audience and be active on various social media channels.
- Creative design & web management: Some experience or exposure to graphic design and illustration software such as Adobe Photoshop, Illustrator, or similar is ideal. Alternatively, familiarity with WordPress or other web content management products is desired.
- Ability to stay focused and meet deadlines: Many of the projects are time-sensitive, and meeting goals and dates is critical.

*In applying for a position, please list and include any and all means by which you have relevant experience or meet the above criteria.*

### **Challenges and Growth Areas**

Over the next couple of years, the committee will be focusing on expanding quality and relevant content across International ACAC's communication channels. While continuing to support community building through the popular Facebook group, the main focus of incoming committee members should be in looking to find other ways to engage the membership through modern communication channels.

### **Term Length**

Three Years. Each person is an active member of the committee for three years, with the term beginning on July 1 of the first year and ending on July 31 of the third year.

*December 2020*