

COMMUNICATIONS COMMITTEE **(A Standing Committee)**

Purpose

The Communications Committee reviews and inputs into the media used to distribute the news of The Landings Association, and examines resident feedback, all in an effort to improve communications between the Board and residents at The Landings.

The Landings Journal, weekly E-News Bulletins, and The Landings Association website (www.landings.org) are the primary communication vehicles. The committee also reviews and inputs into such media as the increasingly important Landings Association's social media accounts, the Residential Directory, and the Annual Report.

Background

The Communications Committee is a Standing Committee, providing advice to The Landings Association's General Manager. It serves as a conduit for information flow. The customers for this committee are the community at large, the Board, Staff, and current and prospective advertisers.

Scope

The Board sets policy and objectives that are implemented and managed by Staff. This committee highlights and supports those objectives to the residents, specifically, the following:

- To inform the community on pertinent issues through *The Landings Journal* and other media, including the website and Email Bulletins
- To capture and communicate feedback
- To create a better working relationship with Landings entities

Team Composition

The committee should have at least six residents, including the Chair; a Board Liaison; and support staff from the Association. Committee members ideally should have a background in media creation, dissemination, and analyses, such as writers, editors, publishers, survey analysts, etc.

Team Empowerment

The committee is empowered to make recommendations to the Association's General Manager and to the Board of Directors. However, any decisions resulting from these recommendations ultimately rest with the Board.

Team Operations

The committee will meet monthly, on the third Monday of each month, at 10:30 a.m., unless otherwise noted. Though following the standard Rules of Order, the meetings will be less formal than Board Meetings, allowing a more free-flowing exchange of ideas. The recording of Minutes will be rotated among committee members. Committee members sometimes will be requested to research items outside of the monthly meetings and/or to participate on task teams.

Team Performance Assessment

The committee will be proven to be successful when achieving the following:

- The Board of Directors counts on and supports the opinions/recommendations of the committee.
- Positive recognition of, and reaction to, *The Landings Journal*, E-News, website, and other media from the community.
- Successful capturing and processing of feedback for such items as Strategic Plan updates and community votes.

Milestones and Schedules

- Focus on shorter, more direct communications, including brief videos, as we realize today's users do not want to wade through lengthy missives or long videos.
- Continue brainstorming on issues to present and on methods to improve communications, especially within *The Landings Journal*, E-News, on the website, and via social media platforms (e.g., Facebook, Instagram, Swift911, and YouTube).
- Solicit more information from other Landings entities to include in *The Landings Journal* and E-News.
- Determine best methods and content for gathering and distributing feedback for such items as the Strategic Plan Update, Community Survey Results Review, and Covenants Review Communications.

Signature Page

John Kosiewicz, Chair: _____

Anita Clos, Committee Member: _____

Brenda Day, Committee Member: _____

Caitlin Anckner, Committee Member: _____

Chris Savage, Committee Member: _____

Claudia Law, Committee Member: _____

Katharine Marshall, Committee Member: _____

Lisa Olson, Committee Member: _____

Maryce Cunningham, Committee Member: _____

Michael Auen, Committee Member: _____

Michael Newman, Committee Member: _____

Rosemary Mackey, Committee Member: _____

Blake Caldwell, TLA Board Liaison: _____

Karl Stephens, Staff Liaison: _____

Lynn Lewis, Staff Liaison: _____

Kristin Peney, Staff Liaison:

Approval

Shari Haldeman, GM/COO
