

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 is the primary communication vehicle and serves as the publication of record for the Association. The committee also reviews and inputs into such media as the increasingly-important Landings Association website, 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.

Scope

The customers for this committee are the community at large, the Board, Staff, and current and prospective advertisers. 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
- 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 who acts as the liaison to The Landings Club; a Landings Company liaison; a Board Liaison; and the Chief Administrative Officer/Finance Director and a Customer Service Representative. Committee members ideally 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 ultimately to the Board of Directors. However, any decisions 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, such as the Website Development Team.

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*, website, and other media from the community.
- Increased percentage of email subscribers.
- Successful capturing and processing of feedback for such items as Strategic Plan Updates.

Milestones and Schedules

- Continue brainstorming on issues to present and on methods to improve communications, especially within *The Landings Journal* and on the website.
- Solicit more information from other Landings entities to include in *The Landings Journal*.
- 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.
- Act as facilitators in gathering said feedback.
- As well, for 2012, the Board has several strategic goals, a couple of which impact the Communications Committee:
 - “Promote via *The Landings Journal*, website, and other media the ‘connectivity’ documents, including the welcoming document, sales guest documents, and a list of available service.”
 - “Use new website, Journal, other media, and meetings to reach all residents.” As part of that, increase usage of the Association’s website and the number of owners who have their email addresses on file with the Association.