

COMMITTEE	MARKETING & COMMUNICATIONS
BOARD OVERSIGHT	COMMITTEE CHAIR
MISSION	The mission of the Marketing & Communications Committee is to expand WLA's presence & influence, as well as enhance its image & credibility inside & outside the organization.
GENERAL DESCRIPTION	<p>The Marketing & Communications Committee is responsible for developing & implementing a Strategic Communication plan, as well as:</p> <ol style="list-style-type: none"> 1. Creating & maintaining effective communications standards for WLA. <ul style="list-style-type: none"> • Develop brand standards (e.g. use of logo, fonts, colors, etc.) to ensure the professional appearance of WLA materials & activities. • Create publication guidelines, as well as web site & blogging instructions • Produce tools to help IGs & Board members communicate WLA's mission, vision & values & promote classes, programs & other activities. 2. Helping the Association & its members communicate effectively with one another. <ul style="list-style-type: none"> • Convey the value of membership & provide information of interest to members • Improve & manage all electronic forms of communication, including list serves, email groups, newsletters, etc. • Research, evaluate & implement relevant social networking tools for WLA. 3. Increasing marketing & communications links between WLA & other businesses, organizations & other potential partners. <ul style="list-style-type: none"> • Raise awareness of WLA's mission, activities & the issues facing libraries. • Distribute newsworthy material (fact sheets, releases & articles) to the media. • Strengthen communications with other library-related organizations & associations. • Contribute timely & accurate content for WLA.org & other publications. • Promote partnership opportunities with WLA. <p><u>Meetings:</u> The Marketing & Communications Committee meets quarterly in advance of WLA Board meetings, with additional meetings held electronically or via phone (as needed).</p> <p><u>Committee Composition:</u> The Marketing & Communications Committee is chaired by the Coordinator of Communications and is open to any WLA member who has an interest in serving. A minimum one-year commitment is expected of participants with the possibility to serve longer if desired. Interested members should contact WLA at info@wla.org.</p> <p>In addition, the Marketing & Communications Committee will also include the</p> <ul style="list-style-type: none"> • Alki Editorial Committee Representative • UW iSchool Representative • WLA Executive Director • WLA Assistant Director
BYLAWS TEXT	None
RELATED POLICIES, STATEMENTS, FORMS, ETC.	<p><u>Statement of Committee Chair Role and Responsibility</u> The Chair leads and represents the Marketing and Communications Committee. The Chair position is open to any WLA member who has an interest in serving. A minimum one-year commitment is expected of participants with the possibility to serve longer if desired. Members interested in becoming Chair should contact info@wla.org. The Chair's responsibilities include:</p> <ul style="list-style-type: none"> • Recruit new members, both for specific positions & general committee membership • Create or develop projects that further the marketing & communication goals of the WLA Strategic Plan • Schedule, organize and lead committee meetings • Solicit articles and submit content for WLA Wednesday communications. Send to info@wla.org. • Prepare board report for and represent the committee at WLA Board meetings • Provide technical and strategic assistance to Social Media Leads