

Marketing & Communications Committee

Appointed Positions

Description

The WLA Marketing & Communications Committee works to expand WLA's presence and influence, as well as enhance its image and credibility inside and outside the organization. The WLA Marketing and Communications responsible for developing and implementing a Strategic Communication plan.

The Marketing & Communications Committee is open to any WLA member who has an interest in serving and will meet virtually, as often as once a month. Additional voluntary meetings will be held virtually as needed.

A minimum one-year commitment is expected of participants with the possibility to serve longer if desired. Interested members should contact the WLA office at info@wla.org to discuss joining.

Responsibilities

1. Creating and maintaining effective communications standards for WLA.

- Maintain brand standards (e.g. use of logo, fonts, colors, etc.) to ensure the professional appearance of WLA materials and activities
- Create/maintain style guidelines for newsletter, website and social media communications
- Produce tools to help Divisions, Sections, committees, and Board members communicate and promote WLA's mission, vision, and values.

2. Helping the association and its members communicate effectively with one another.

- Convey the value of membership and provide information of interest to members
- Improve all forms of communication, including e-lists, social media, newsletters, etc.
- Research, evaluate, and implement relevant social networking tools for WLA.

3. Increasing marketing and communications links between WLA and businesses, organizations, other potential partners.

- Raise awareness of WLA's mission, activities, and the issues facing libraries.
- Distribute newsworthy material (fact sheets, releases, and articles) to the media.
- Strengthen communications with other library-related organizations and associations.
- Contribute timely and accurate content for WLA channels of communication.
- Promote partnership opportunities with WLA

Meetings

The Marketing & Communications Committee meets virtually, as often as once a month. Additional voluntary meetings will be held virtually as needed.

Positions

Committee Co-Chairs

The Chair leads and represents the Marketing and Communications Committee.

- Recruit new members, both for specific positions and general committee membership
- Create or develop projects that further the marketing and 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 committee members

In addition, the Marketing & Communications Committee will also include:

- President (ex-officio)
- WLA Executive Director
- WLA Office Liaison