**COMMITTEE PURPOSE:**
The purpose of the COAA Communications Committee is to be responsible for the development and oversight of timely, relevant and consistent content delivery to COAA members and stakeholders including, but not limited, to Owners Perspective, COAA Exchange, and the COAA website. The committee works collaboratively with staff to strengthen the value of COAA communications and marketing efforts.

**COMMITTEE JOB DESCRIPTION:**
The Communications Committee provides and serves as subject matter experts (SME) and guides in the delivery of marketing and communications vehicles to COAA members and stakeholders through the following:

- Provide article content planning and editorial expertise for Owners Perspective magazine, assist with editorial selections, tracking development of articles, review circulation, advertising and advise on balancing ratio of content to advertisements.
- Oversight of COAA Exchange, the new e-Newsletter that will launch in the fall of 2016.
- In conjunction with the annual COAA calendar of events, programs, services, and product releases, coordinate with staff on the annual communications calendar, including but not limited to:
  - COAA program, product and services announcements
  - Blast e-mail content and delivery
  - COAA website content and promotions
  - Social media promotion (e.g. LinkedIn, Facebook, Twitter)
- Regular review of the COAA website to ensure content is timely and accurate; ongoing audit of the site to be conducted by staff.
- Coordinate with other COAA committees as appropriate to identify opportunities to cross promote and market all relevant activities.
- Collaborate with the membership committee on the annual member needs assessment survey to include marketing and communications questions to evaluate the delivery of information and potential improvements to better meet the members’ needs.

**2016 COMMITTEE OPERATIONAL DELIVERABLES:**

- Oversee the addition of two issues of Owners Perspective in 2016 increasing the current issues from two to four per year.
- Oversee the development and implementation of COAA Exchange, the new e-Newsletter that will launch in the fall of 2016.
- Develop a COAA communications calendar that is inclusive of all marketing and communications efforts by June 30, 2016. Review results from marketing efforts on a quarterly basis.
- Identify topics of interest that complement and support the promotion and engagement in COAA programs, products and services in marketing and communications efforts. For example:
  - COAA Member & Associate Spotlight Interviews
  - Chapter Leader Interviews
  - COAA Board Interviews
  - Industry Partner Interviews
  - Others – TBD
- Develop guidelines for how members and stakeholders can use, if applicable, COAA products, programs or services and assure guidelines are met and monitored (e.g. develop a COAA Style Guide).
- Provide quarterly updates to the COAA Board of Directors on operational deliverables and metrics.
### COMMITTEE MEMBER TIME COMMITMENT FOR TWO-YEAR TERM:
- Participate in a minimum of four (4) committee meetings via conference call or webinar that are 60 - 90 minutes in length.
- The committee may establish subcommittees that report to the Chair.
- Review of publication content to assure such is appropriate to the mission of COAA and is representative of the Association.
- Additional conference calls as needed.

### COMMITTEE COMPOSITION:
- 12-14 committee members: Apply and approved by COAA Board liaison and Executive Director
- Term: Two years with optional renewal for 2 more years
- Individuals on the Committee shall be members of COAA.
- Membership of the committee should reflect the diversity of the association in terms of professional discipline and other characteristics.
- Chair/co-chair: Apply and will be confirmed by the COAA Board liaison and Executive Director.

### COMMITTEE AUTHORITY AND DECISION-MAKING:
- Committee is directed by the COAA Board of Directors
- The Committee may not enter into legal or binding agreements on behalf of COAA without the express written consent of the Board of Directors
- The committee chair and/or committee members have no authority over COAA resources and/or staff.

### COMMITTEE ANNUAL BUDGET:
2017 Approved Budget: N/A