

Charter for Communications Committee

Approved 2015 - Board of Trustees

Mission Statement: The purpose of the Communication Committee is to insure that the mission, ministries and programs of The Unitarian Church in Westport are communicated clearly to the congregation and the larger community. The Communications Committee insures that communications policies established by the Board are followed. The Committee makes sure that all external messaging is consistent with our mission and values, and coordinates internal communications so that the congregation has the information they need without experiencing overload. The Committee facilitates effective communication through coaching and facilitation. It does not initiate communications.

Goals for 2015:

- To recruit committee members and appoint a chair
- To explore social media and determine how TUCW could be using social media to broadcast our message more effectively

Roles: The Committee will consist of the Webmaster, the Newsletter Editor, one or more members with experience and expertise in social media, and one or more members with experience in publicity/public relations. A Chair will be chosen by the Committee from among the members.

The Chair will serve no longer than two years before rotating off. Given the need for particular expertise, there are no term limits for committee members.

The Committee will work closely and collaboratively with the Director of Operations and the Scheduling and Office Manager. The Committee will also work collaboratively with the Membership Committee and all program staff.

Responsibilities: The Communications Committee will meet at least quarterly, with electronic communications in between. At the end of every meeting each member of the Committee will know what their responsibilities are regarding research or implementation.

It is expected that members of the Committee will be administrators/moderators of any social media sites that TUCW uses for official communications.

The Communications Committee will work with the Membership Committee to establish and implement a publicity plan each year.

Guidelines: Each year a meeting schedule will be publicized. Minutes will be kept and distributed to all members. A newsletter article will be written after each quarterly meeting informing the congregation of progress made and decisions made. A written annual report will be submitted at the time of the annual congregational meeting.

Accountability: At the beginning of each fiscal year the Committee will establish goals for the year in consultation with the BOT (manner to be set by BOT policy task force). These goals will be used to create the agendas for quarterly meetings, and will be the basis for annual review at the end of the year. In addition, the Committee will find ways to assess the success of communication strategies both internal to the congregation and in the larger community.

The Communications Committee advises the Board regarding communications policies. It also provides coaching and expertise to most of the ministry teams in the congregation. The Committee is ultimately accountable to the Board/Chief of Staff.